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IDG	New cartoon caption contest
Webby Awards	Webby Awards to be held on SF's Nob Hill

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IDC	Smooth sailing for IDC's Project Magellan
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IDG Bulgaria	IDG Bulgaria elects national IT People of the Decade
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IDC	Primer: Forecasting and analysis at IDC—**Mark Levitt** explains Sidebar: High-flying analyst weathers five glitch-free arrivals of New Year
IDG	IDG's **Libby Levinson** to appear in TV documentary
IDG Sweden	Celebrating 10**: Magnus Wallen**
IDG	Publication/publisher contest yields five winners
IDC	IDC's AppSourcing Forum set for April

February 7

IDC	IDC introduces worldwide brand initiative
Industry Standard	Industry Standard sells 15% stake for $30 million
IDG Books	IDG Books hires Random House's William Barry as president, COO
InfoWorld	InfoWorld honors outstanding employees with VIP, teamwork awards
World Expo	Executive Q&A: IDG World Expo president and CEO Charlie Greco
IDG Books	Pat Rickett holds IDG Books customers accountable
Thai CW	New address
IDG	Chinese New Year explainer

February 14

IDC	IDC launches ambitious worldwide customer management project
FCW	FCW unveils new design and Web site for 2000
IDG Romania	IDG Romania manger presides over new Rotary Club in Bucharest
A/P GWSC	Asia-Pacific GWSC plans meeting in Hong Kong in March
IDG Hungary	IDG Hungary's IT Ball builds name recognition in local market
IDG Books	IDGB reports Q1 revenue up 55%
IDC	Awards honor electronic sales
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IDC	News sales brochure captures IDC's core strengths
IDG Spain	Celebrating 10: **Francisco Javier Rodriguez**
The Webbys	The Webby review: The Motley Fool
IDG	E-mail's 10 commandments

February 21

IDC	IDC's A/P IT Forum reigns as largest IT conference in Singapore
IDG World Expo	LinuxWorld stages successful East Coast debut
IDG Hong Kong	In memoriam: **Melvyn Bennett** and **Ricky Liu**
Algeria	IDG signs publishing license for *PC World Algeria*
IDG	Executive Q&A: IDG President and CEO **Kelly Conlin**
IDG	IDC's **Spohie Janne Mayo, Keith Kmetz** win employee referral prizes
IDG	Coming up—events calendar
IDG Spain	Celebrating 10: **Basilio Rodriguez**

February 28

Itworld.com	Itworld.com provides comprehensive services for IT professionals
IDG World Expo	Windows2000 Expo and Conference debuts
IDG	IDG online auction raises $85,000 for Microsoft charity program
IDG	Address for contributions to funds for **Melvyn Bennett, Ricky Liu**
IDC	Executive Q&A: IDC President and CEO **Kirk Campbell**
IDG	Cartoon caption contest winners
The Webbys	Webby Weekly site review

March 6

IDG	McGoverns donate $350 million for brain research at MIT
IDG Conference Mgt.	Demo Conference celebrates 10 years of innovation
IDC	IDC names Q1 Excellence Award winners
IDG	Executive Q&A: IDG Chairman **Pat McGovern**
IDG	New cartoon caption contest
IDG	Calendar
IDG World Expo	LinuxWorld Expo set for Germany in October

March 13

IDC	IDC Global Fellowships promote information sharing
IDG Poland	DVD info, products are on IDG Poland's CyberSam site
IDG Books	IDG Books India joins growing international JV lineup
Network World	Network World's **John Gallant** named associate producer of Vortex
IDG Books	**Thomas Best** named president of Canadian joint venture
InfoWorld	Executive Q&A: President and CEO **Steve Moylan**
IDC	IDC opens Spanish office
IDG Spain	Celebrating 10: Fernando Rodriguez Cabello

March 20

IDG Norway	Computerworld Norge's ebusiness a hit with advertisers, readers
PC World	PC World captures Grand Neal Award for second straight year
IDG	IDG publications rack up 24 Maggie Award nominations
IDG	IDG sells TipWorld to Topica
InfoWorld	Executive Q&A: President and CEO **Steve Moylan**
IDG Communications	IDG Communications names first winner in publications contest
IDG Spain	Celebrating 10: **Fatima Ruiz del Olma**

March 27

IDG Communications	IDG's U.S. publications swap plans, ideas at Marketing Summit
IDC	IDC's 35th Directions conference best yet, attendees confirm
IDG Books	IDG Books lays claim to half the titles on Publishers Weekly list
IDC/World Times	Sweden captures No. 1 rank from U.S. in IDC/World Times IS Index
Industry Standard	Primer: VP of Marketing **Kerry Zeida** on marketing
IDC	IDC Global selling team makes tree-mendous effort at team-building
IDG Austria	Celebrating 10: **Karin Tzschentke-Hlawna**

April 3

IDG Denmark	WAP catches on at Computerworld Danmark
CIO	CIO's Executive Programs staff celebrates 10th year
IS/InfoWorld	Delivery to content storage devices beginning to emerge
IDG Venezuela	In Memoriam: **Kalman von Vajna Nagy**
IDG Global Comm	Executive Q&A: President **Jeff Debalko**
Network World	Off site: NW's **Adam Gaffin** finds fame, fortune with Boston site
IDG Austria	Celebrating 10: **Hiltraut Ludwig**

April 10

PC World	**Kevin McKean** named editorial director at *PC World*
IDG	Disillusioned with dot.com dalliance, three return to IDG
IDG France	IDG France launches *Create* to focus on all aspects of digital media
IDG Communications	Vacation contest phase two aims to build media awareness of IDG
IDG.net	IDG.net agrees to supply IT news to network of Spanish language sites
IDG Global Comm	Executive Q&A: President **Jeff DeBalko**
IDG News Service	Celebrating 10: **Elizabeth Heichler**
The Webby Awards	Weekly Webby

April 17

IDG	Publishing Institute evolving to reflect changing business environment
	Sidebar: Scavenger Hunt
	Sidebar: Employee retention tips
IDG Sweden	IDG Sweden spins out new Web sites
IDG	Travel Update
IDG	Executive Q&A: IDG President and CEO **Kelly Conlin**
IDG	Off line: Cartoon caption winners

April 24

IDG	IDG publications take home seven Maggie Awards
IDG World Expo	Ice expands internationally, building on success in U.S.
	Sidebar: Europe enters the Ice age
IDG	**Kelly Conlin** delivers opening keynote at M2
CIO India	CIO India wins print award
IDG Books	IDG Books Worldwide reports Q2 2000 revenue up 4% over Q2 1999
PC Advisor	Primer: **Mark Foster**, ad director explains basics of ad sales
Network World	Network World titles plot another year of growth
	Sidebar: NWs share best practices
IDG	Off line: New cartoon caption contest

May 1

CW, IGS	CW, IGS, Microsoft, Compaq collaborate on Windows program
IDC	IDC looks to fill information need in growing ASP market
	Sidebar: What does an application service provider do?
	Sidebar: Next for IDC: StorageVision Conference
IDG	IDG posts record Q1 ad page growth
PC Advisor	Primer: **Mark Foster**, ad director, explains basics of ad sales (pt. 2)
IDG Sweden	IDG Sweden launches two new publications
IDG Spain	*PC World Espana* celebrates 15th anniversary
IDG Poland, Bulgaria	IDG Poland, IDG Bulgaria introduce Windows 2000 titles
IDG Austria	Celebrating 10: **Sylvia Krammer**
IDG	Golden Week

May 8

Itworld	Itworld.com launches editorial events Webcasts
IDG GWSC	A/P Web Support Center meeting explores best practices
The Webbys	Executive Q&A: The Webby Awards Inc. President **Tiffany Shlain**
IDG.net	IDG.net signs pact with online service Deja.com
IDG Austria	Celebrating 10: **Manfred Zimmermann**, sales exec
	Mum's the word (Mother's Day)

May 15

PC World	Redesigned PCW-affiliated WebShopper site offers more resources
Industry Standard	The Standard's iB2B event explores brave new world
IDG New Zealand	IDG New Zealand readies for debut of e-Business
IDG Venezuela	IDG Venezuela fills niche in SOHO market with System World
IDG Books	IDG Books exhibits at London International Book Fair
IDG WEC/Asia	First LinuxWorld2ooo expo in Singapore attracts more than 10,000
GamePro	GamePro ranks as fourth largest male teen magazine in U.S.
Intl. Pub. Svcs.	Primer: IS Director **Morris Effron** on information services
PC World	PCWorld.com launches consumer advice section
IDG Germany	Celebrating 10: Senior Editor **Jan-Bernd Meyer**

May 22

PC World Iceland	IDG signs new partner for PC World Iceland
IDG	IDG employees gain whole-business perspective at USPI
IDG Books	IDG Books showing up on all the best lists
Intl. Pub. Svcs.	Primer: IS Director **Morris Effron** on information services
Corp. Svcs. Group	IDG CSG takes steps to build excellent customer service
IDG	No love lost as virus nips at IDG computers on May 4
IDG Germany	Celebrating 10: Online Editor **Hiltrud Osterried**

May 29

The Webby Awards	Webbys wow wired world
IDG	European Publishing Institute lets IDG managers examine "big picture"
IDG Taiwan	Taiwan's largest local publisher will license IDG titles
IDG Communications	IDG Comm. sales network in place; **Joan Kelly** to carry on effort
PC World	PC World readership tops 6.5 million
IDC	Executive Q&A: IDC President and CEO **Kirk Campbell**
NW, PCW	Network World, PC World earn design honors
IDG	New cartoon caption contest

June 5

IDG Czech	*Czech Computerworld's* first decade witness to great change
IDG Exec. Forums	IDG Conference Management now IDG Executive Forums
IDG	**Pat McGovern**, offspring, featured in Forbes cover story
IDG Exec. Forums	Executive Q&A: IDG Executive Forums President **Lia Lorenzano**
IDG Books	IDG Books stages coast-to-coast 10th birthday party
IDC	IDC plans recruiting event in California
IDG Germany	Celebrating 10: **Irmgard Meyer** celebrates 10 years at Computerwoche

June 12

CXO Media	Staff hopes CXOs will *select Darwin*
CXO Media	CIO Communications changes name to CXO Media
CXO Media	Intrepid online group meets tight deadline for Web site
IDG	IDG journalists named among most influential
IDG	**Bob Metcalfe's** new book of InfoWorld columns debuts at Vortex
	ComNet Prague reigns as central Europe's premier IT/Comm conference
IDG List Services	Primer: President **Deb Goldstein** reveals secrets of list rental biz
IDG Communications	**Geri Giovanni** gears up for Avon Breast Cancer 3-Day fundraiser
IDG	New cartoon
IDG Argentina	Six staff members celebrate 10th anniversaries

June 19

IDG Japan	IDG Japan launches CIO, Windows 2000 World
IDG Japan	CIO Japan Executive Seminar series debuts
IDG	IDG European Online Meeting attracts global audience
IDG	IDG names second winner in client contest
IDG.net	Executive Q&A: IDG.net publisher **Jeff Julian**
IDG Denmark	IDG Denmark site takes homes prize for best content
FCW Govt. Tech. Grp.	FCW staff hunts for enhanced teamwork
IDG Czech	IDG Czech staff courts top clients in annual tournament
IDG	17th annual Employee Photo Calendar Contest under way
IDG Austria	Celebrating 10: **Susanne Seidelhuber**

June 26

Industry Standard	Industry Standard flying high; building brand
InfoWorld	InfoWorld's CTO Forum caters to emerging corporate e-business heroes Sidebar: CTOs weigh in on business trends, issues
Industry Standard	The Standard reaps reprint windfall
IDG Comm.	IDG Communications hosts visiting Chinese professors in California
IDG	Executive Q&A: IDG President and CEO **Kelly Conlin**
InfoWorld	Celebrating 10: **Laurel Peddie**

July 3

IDG	IDG most honored publisher at annual ASBPE awards ceremony
Macworld	Macworld sponsorship effort takes an adventurous turn
Iran	Iranian partner takes top honors at Tehran Book Fair
PCW Iran	PCW Iran holds circulation lead
IDC	Executive Q&A: IDC Latin America's **Eric Prothero**
IDG	IDG IS managers expore ways to share information, work collaboratively
Network World	Network World wins CPA for Best Overall Trade Weekly
IDC	Celebrating 10: IDC's **David Emberley**

July 10

Itcareers	Itcareers' resume expands to cover supplement, CW conference
IDG Australia	IDG Australia launches The Industry Standard
PC World	PC World bestows 18th annual World Class Awards at PC Expo
IDG Games Media	Games Media Group's white paper tracks gaming industry changes
IDG News Service	IDGNS introduces new feature on hot technology in Japan
PC World	Executive Q&A: President and CEO **Jeff Edman**
Industry Standard	**Neil Thackray** named CEO of Standard Media Europe
IDG	IDG publications elect for strong coverage of IT public policy
IDG Hungary	IDG Hungary invites CW readers to be race car drivers for a day
IDG	Celebrating 10: IDG Corporate Support Center's **Judy Bonasoro**

July 17

Network World	Network World seminar series goes international
Network World	**Evilee Thibeault** named CEO at Network World
IDG Books	IDG Books sews up new consumer niche
FCW Gov. Tech. Grp.	FCW President and CEO **Edith Holmes**
IDC	IDC recognizes outstanding achievers with Excellence Awards
IDC	Sidebar: IRS/CIA awards honor analysts for client support
ITworld	Photo: softball team
IDC	Celebrating 10: IDC's **John St. Martin**

July 24

Computerworld	*Computerworld* honors IT leaders at new, top-level conference
Computerworld	Sidebar: Conference tips for publishing business units
Computerworld	Sidebar: Successful IT leaders share common traits
IDG New Zealand	*Unlimited* takes top honors from Qantas
IDG New Zealand	IDG NZ buys out *Unlimited* partner
PC World	*PC World* teams up with national TV newsmagazine in PC repair story
PCW East Africa	*PCWEA* licensee earns Entrepreneur of the Year honors
IDC	Executive Q&A: IDC chief research officer **John Gantz**
IDG	IDG's San Francisco employees raise $17,645 in AIDS Walk
IDG	Winner named in cartoon caption contest

July 31

IDG GWSC	IDG's Global Web Support Center relaunches with news, tips, more
	GWSC site offers online tools and Web-related news
	Regional meetings inspire IDG Online University
IDG Global Solutions	Three presidents appointed to run Global Solutions regional offices
	What is IGS?
	IGS announces sales representatives in Seoul, Taipei
	Online sales teams, traffic tracking standard established
NetworkWorld Germ.	Network World Germany holds conference on voice/data convergence
IDG News Service	News Service Know-How: Daily e-mail service
IDG Books	IDG Books' third-quarter revenue up 33% over same quarter last year
IDG Spain	Executive Q&A: **Paco Zabalo**
IDG	New cartoon caption contest

August 7

IDG World Expo	Macworld Expo eclipses East Coast attendance record
JobUniverse	JobUniverse project finds home in Germany
IDG Italy	Major Web alliance, enhanced Internet content among IDG Italy's news
Itworld.com	LinuxWorld earns industry kudos
IDG	Executive Q&A: IDG President and CEO **Kelly Conlin**
IDG Brazil	Celebrating 10: Alexandre Campos de Barros

August 14

Computerworld	Computerworld strenghtens relationship with SNIA
PCW Latin America	PC World Latin America Awards 2000 honors region's star performers
IDG	U.S., European publications log impressive ad sales growth
IDG	Fans queue up at Boston bookstore for **Bob Metcalfe** autograph
IDG News Service	News Service Know-How: International News Page
PC World	Primer: Copy editing (**Steven Gray** and **Barbara Lewis**)
IDG	Boston-area employees raise more than $7,000 for fight against AIDS
IDG Germany	Celebrating 10: **Tina Olschlager**

August 21

Industry Standard	The Industry Standard hits the 'roof' in Boston
IDG Hong Kong	IDG Hong Kong targets Chinese-speaking audience
IDG Hong Kong	CW Hong Kong adds e-commerce supplement
IDG	Marketing campaign stresses IDG's reach to e-biz decision makers
PC World	PC World most widely circulated computer magazine in the world
PC World	Primer: Copy Editing, **Barbara Lewis** and **Steven Gray**
IDG Bulgaria	IDG Bulgaria enlists local IT vendors in effort to educate military
IDC	New crop of IDC Latin American analysts complete training in Miami
Network World	Pet's balloon fascination may land NWW's **Donna Pomponi** on TV
IDG Brazil	Celebrating 10: **Solange Cristina Ciavatta Kutuchian**

August 28

InfoWorld	IW supplement gives promising start-ups high-value advertising option
IDG Switzerland	*CW Schweiz* celebrates 15th birthday with redesign, client party
PC World	PC World's "Wired Schools" article wins public service award
IDG World Expo	Sold-out ICe exhibit space expected in San Jose Sept. 11-14
IDG	U.S. health plan changes must be made by Sept. 1
Macworld	Executive Q&A: Macworld President and CEO **Colin Crawford**
IDG	Corporate STARs display exemplary performance
IDG Books	IDG Books Chicago crew serves up able volunteers
IDG	Celebrating 10: **Patricia DeBiase**

September 4

IDC	IDC's Consulting team provides custom research
IDG GWSC	Biz units urged to update information on GWSC site
Standard Media	The Standard's *Grok* delves deeply into hot topics
FCW Gov't. Tech.	101 Communications to acquire FCW Government Technology Group
Standard Media	Standard Media to publish entertainment magazine
IDC	Executive Q&A: IDC senior VP Worldwide sales **Don Best**
IDG Sweden	IDG Sweden rolls out *Mobile World*
IDC	IDC ad campaign gets results
IDG Japan	IDG Japan aims for teambuilding with annual tourney
IDG	Cartoon caption winners

September 11

IDG	Third annual IDG U.S. Sales Meeting lures 300 to the desert
IDC	Executive Q&A: IDC senior VP worldwide sales **Don Best**
Computerworld	Celebrating 10: Editor-in-chief **Maryfran Johnson**

September 18

IDG Australia	ARN's revamped channel site offers personalized services
IDG Australia	*Australian Reseller News* title is tops
PC World	Attendees share "great ideas" at PCW Product Line meeting
PC World	*PC World* GPSC relocates
Itworld.com	Executive Q&A: Itworld.com president and CEO **Bill Reinstein**
IDG Singapore	*Computerworld Singapore* Readers' Choice Awards honor local vendors
IDG	New cartoon

September 25

IDG World Expo	LinuxWorld sets exhibitor, atendance records
IDG World Expo	Events Global Support Center will offer marketing support
Standard Media	The Standard convenes second summit to explore net's future
CXO Media	CXO Media teams with DOC to host Internet Security Policy Forum
IDG News Service	News Service Know-How: News Service Library
Itworld.com	Executive Q&A: Itworld president and CEO **Bill Reinstein**
IDG New Zealand	IDG NZ borrows page from *The Standard's* party book
Network World	Celebrating 10: **Judy Schultz**

October 2

IDG	Worldwide managers celebrate IDG's best year ever
IDG	Chairman's Awards recognize managers for exceptional performance
IDG	Managers share great ideas at WWMM
Publish Media	*Publish* reinvents self as resource for Internet professionals
Publish	Executive Q&A: **Barry Harrigan**
PC World	Celebrating 10: PC World's **Rex Farrance**

October 9

IDG World Expo	Internet Commerce Expo makes European debut
IDG World Expo/Asia	Vietnam Computerworld Expo reflects growth of local IT market
IDG	Winners of 2001 photo calendar contest
IDG	Briefings will update U.S. employees on IDG's FY00 results, future plans
IDG Exec. Forums	IDG Executive Forums launches DEMOletter Mobile Edition
IDG Sweden	Primer: **Nicklas Mattsson** discusses basics of editorial
CXO Media	CXO Media's **Ben Worthen** brings home Ultimate gold
IDG	IDG employees raise money in Komen Boston Race for the Cure
PC World	Celebrating 10: **Sandy Wong**

October 16

IDG Sweden	IDG Sweden puts entrepreneurs, investors together
IDG Denmark	Computerworld Danmark backs bikers on global Internet investigation
IDG China	IDG China to co-publish Cultural Festival commemorative magazine
IDG Italy	Networking Italia celebrates 10th year with special reader awards
IDG IPS	Primer: **Elizabeth Heichler** on The News Service
World Expo Germany	Germany plays host to Europe's first LinuxWorld
World Expo	World Expo sets dates for Ice, ASPWorld Conference in 2001
PC World	PCWorld.com's redesign provides interactive tools, services
InfoWorld	Celebrating 10: **Tracey Capen**

October 23

IDG	Revamped corporate site boosts IDG's competitive advantage
IDG Exec Forums	AGENDA 2001 focuses on industry influencers, importance of platform
IDG World Expo	Las Vegas debut in the cards for Internet Entertainment Expo
IDG New Zealand	Executive Q&A: Managing Director **Martin Taylor**
IDG	Framingham-area employees participate in fundraiser to fight cancer
IDG	Cartoon caption contest winners named

October 30

IDG Australia	IDG Australia fields crack 'Olympic team' of its own
InfoWorld	Former LA Times exec named president, CEO of InfoWorld
IDG Ventures	IDG Ventures hosts third Portfolio meeting
IDG News Service	News Service welcomes IDG editors to Comdex newsroom
IDG New Zealand	Executive Q&A: Managing Director **Martin Taylor**
IDG	Around the world with IDG--briefs from around the world
IDG World Expo	World Expo auction of Linux mascot photos to benefit cancer research
IDG	News cartoon caption contest

November 6

IDC	IDC's worldwide sales meeting focuses on training, knowledge sharing
IDG Interactive	IDG Interactive launches customized site for Microsoft
IDG World Expo	World Expo Asia launches CIO and CEO Conference HK
IDG	San Francisco employees chop, grind and stir up teamwork
IDG	Executive Q&A: IDG President and CEO **Kelly Conlin**
IDG Italy	Macworld Italia's editor in chief **Enrico Lotti** returns to work
IDG	Irvine sales office employees share honors in receptionist survey

November 13

Industry Standard	New *Standard* titles in Sweden, U.K. fuel product line's growth
CIO, NWW	*CIO, NWW* honored at annual Folio awards
IDG	IDG's integrated marketing approach boosts European market share
IGS	IDG Global Solutions EMEA hosts Agency get-together
IDG	Executive Q&A: IDG VP/Corporate HR **Karen Budreau**
Games Media	GamePro's **Shelly Reimer** named employee of the year
IDG	IDG Pursuit trivia game

November 20

IDG Books	IDG Books changes name to Hungry Minds
IDG Czech	*Czech Computerworld* redesign reflects 'net impact on local market
IDG	Comdex goings-on
IDG	Executive Q&A: **Karen Budreau**; Benefits Manager **Cheryl Talamini**
Games Media	On the Job: A GamePro editor's job is not ALL fun and games
CXO Media	Celebrating 10: **John Kelley**
World Expo	East Coast edition planned for IEX

November 27

IDC	IDC's annual GRAC meeting strengthens customer relationships Sidebar: GRAC picks top analysts
IDC/IDG NZ	IDG, IDC join to launch new executive group in New Zealand
IDG China	China Computerworld celebrates 20 years of leadership in local market
IDC	Executive Q&A: IDC President and **CEO Kirk Campbell**
CW/IW GPSC	CW/IW GPSC meeting draws 80 from 18 countries to Oslo
IDG Venezuela	Computerworld Venezuela celebrates 16 years in December
IDG Switzerland	IDG Switzerland expands pact to distribute CW Schweiz at airline gates
IDG Hungary	IDG Hungary celebrates 15th anniversary
GWSC	European Online Meeting set for Feb. 5-7
WEC/Asia	LinuxWorld Expo debuts in Kuala Lumpur
PC World	Celebrating 10: PC World's **Luanne Kiley**

December 4

IDG New Zealand	IDG New Zealand's Net Magazine targets online "newbies"
IDG Germany	PC-Welt readers weigh in on ad effectiveness in annual award program
IDG Switzerland	In Memoriam: IDG Switzerland's **Martin Meier**
IDC	IDC features artwork from employee's child on holiday card
ITcareers/CW	ITcareers honors CW Best Places to Work winners
IDC	IDC featured on Silicon Valley Profiles television show
IDG New Zealand	IDG New Zealand earns rave reviews at MPA Awards
IDG	Executive Q&A: IDG Senior VP **Frank Cutitta**
IDG	Framingham-area employees cap fourth year of golf league
PC World	Celebrating 10: PC World's **Michael Carroll**

IDG WorldUpdate

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WWW.IDGWORLDUPDATE.COM

Happy 2000!

Whether you're celebrating the start of a new year, a new century or a new millennium, it's a good time for some new ideas! In this issue, we bring you a compilation of "great ideas" contributed by your colleagues from around the world. We hope you find inspiration in the following pages and encourage you to submit ideas of your own for use in a future issue.

A sampling of tips from the CW University database

On dealing with PR

- Take control of the conversation. Try to pick up industry gossip.
- Put PR to work by rounding up users, experts, analysts, photos, graphics, research reports.
- Emphasize that you're more likely to work on "scoops" and that they'll get better play.

Tips for successful collaboration among reporters

- Divide the reporting along clear, discrete, logical lines, such as by technology or angles or type of sources. Decide on a lead writer. Figure out the "critical success factors" for the story — the key elements, documents, stats or sources it needs to be an excellent story — and make sure someone is responsible for each one. Establish clear milestones and deadlines for the project.
- Midway through, discuss new angles, questions and sources that need to be explored.
- As a collaborator, deliver more than you promised, not less.
- Provide real paragraphs and modular blocks of copy — not raw notes or hieroglyphics.

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Journalists 'hit the books' at CW University

Computerworld reporters and editors can go back to school every day. At CW University — an in-house training and knowledge-sharing program and auxiliary database — they can attend seminars or read up on tips and tricks for content editors, copy editors and reporters, as well as general tips on managing and coaching journalists.

"Over the years, we'd had a few outside speakers and classes, but nothing very organized," said **Mitch Betts**, CW's Washington, D.C., bureau chief and part-time training coordinator for the department. "We had how-to memos and policy documents scattered around in various systems and three-ring notebooks, usually outdated. Meanwhile, great tips and tricks for getting our jobs done were being communicated one-on-one, in stray e-mails and drive-by conversations, but not widely shared."

ROB GARRETSON

*CWU coordinator **Mitch Betts** strikes a scholarly pose.*

In March 1999 CW decided to give its editorial training efforts more organization and structure and spread the in-house expertise to the entire edi-

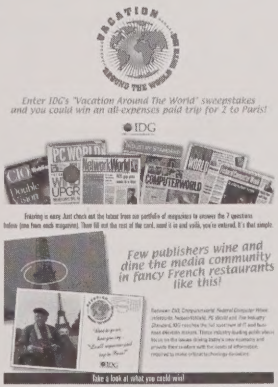
continued on page 2

Promotion aims to involve media reps in IDG publications

IDG Communications Inc. is hoping to send members of the media community away. Far away. And not only that, they're betting agency reps will compete with one another for the honor.

It's all part of a new promotion called "Vacation Around the World With IDG," designed to get agencies more involved with IDG's U.S. editorial products and excited about and involved with IDG.

"One of the recurring frustrations we seem to have with the media community is that they tend not to read our publications and therefore don't fully understand the editorial focus of each property as well as they should," said **Catey DeBalko**, vice president, marketing for IDG Communications Inc. "We've introduced this program to engage the media community and get them actively involved inside the pages of our publications so they will better understand the distinct editorial mission of each book."



VACATION AROUND THE WORLD

Enter IDG's "Vacation Around The World" sweepstakes and you could win an all-expenses paid trip for 2 to Paris!

IDG
CIO
PC WORLD
NetworkWorld
COMPUTERWORLD

Entering is easy. Just check out the latest from our portfolio of magazines to answer the 7 questions below (one from each magazine). Then fill out the rest of the card, send it in and voilà, you're entered. It's that simple.

Few publishers wine and dine the media community in fancy French restaurants like this!

Take a look at what you could win!

• Round trip airfare for 2 to Paris • 6 nights deluxe accommodations • All meals included

Each quarter IDG will award someone within the media community an all-expense-paid trip for two to an exciting destination somewhere in the world. In order to be eligible for this trip, the agency

continued on page 8

CW University

continued from page 1

torial staff. The target audience, however, is not limited to new employees and is weighted toward reporters and editors.

"I firmly believe that we have a tremendous amount of expertise — about technology and about journalism — within *Computerworld*, but we need to share it," Betts said.

Maryfran Johnson, *Computerworld* editor-in-chief, hailed the evolution of the concept. "It's the wisdom of our culture and our oral history. It started as a trickle that's become a lake of information."

CWU offers the following:
- Outside speakers, consultants and courses. Well-known writing coach and newspaper consultant Don Fry has given seminars on such topics as writing headlines and cutlines at *CW*'s Framingham headquarters.
- Panel discussions in which the *CW* editorial department shares its collective wealth. For example, panels of reporters have discussed online news coverage and breaking trends in their beats.
- New-reporter orientation. This involves handouts and briefings to bring new writers up to speed on the '*CW* way,' from policies and procedures to *CW*'s editorial focus on corporate IT and business managers.
- The CWU database. A read-only Lotus Notes database, it currently contains 66 documents focusing on everything from internal policies to how-to memos and tip sheets for content and copy editors and reporters, as well as general tips on managing and coaching journalists. More are added almost daily, either as submissions from *CW* staffers or from in-house *CW* memos.

"Every time a new memo comes out, I condense it to its essentials and slap it in the database," Betts said. "I'm a bit of a control freak when it comes to how material is presented in the database. It's got to be short and pragmatic. No management mumbo-jumbo. The tricky part is keeping all of the documents updated, but I'm committed to keeping the database fresh."

Some examples

- 27 tips for covering trade shows, collected from *CW* reporters.
- 19 tips for dealing with PR agencies and reps.
- *CW* policies on vacations and telecommuting.
- Answers to frequently asked questions on digital photos, surveys and submitting items.
- Several documents explaining what editors really want to see in certain types of stories (such as user profiles).
- Tips for graphic elements for stories, time management, finding talkative sources and what to do on 'slow news days.'
- Excerpts from articles in journalism publications.
- Notes from CW University seminars and panel discussions.

"One of my favorite things to do is to take notes when we have a speaker, such as Don Fry, and then put those notes in the database. That way, folks who couldn't attend — or who join the organization later — can still benefit for years to come," Betts said.

Mitch Betts may be reached at mitch_betts@computerworld.com.

'A story shall accomplish something' and other advice from Mark Twain

CW University draws upon material from a wide range of resources including these timeless bits of wisdom from Mark Twain, the noted 19th century American humorist and writer.

- A story shall accomplish something and arrive somewhere.
- Episodes (including quotes) shall be necessary parts of the story and shall help to develop it.
- The people in the story shall be alive, except in cases of corpses, and always the reader shall be able to tell the difference.
- People in a story, both dead and alive, shall exhibit a sufficient excuse for being there.
- When people in a story deal in conversation, the talk shall sound like human talk and be talk such as human beings would be likely to talk in the given circumstances, and have discoverable meaning, also a discoverable purpose and a show of relevancy and remain in the neighborhood of the subject at hand and be interesting to the reader and help out the story and stop when the people cannot think of anything more to say.

The author also shall:
- Say what he is proposing to say, not merely come near it.
- Use the right word, not its second cousin.
- Eschew surplusage.
- Not omit necessary details.
- Employ a simple and straightforward style.

Tips from CW University

continued from page 1

- Both/all reporters should see, edit and approve the story before sending it to the editor. Build in time (before the deadline) for this process.

Tips for editors

- Put suggestions about copy in the form of questions: Have you considered trying it this way? Where is this assertion supported?
- Feedback to reporters should be timely, specific and issue-oriented (not personal). Give specific praise to reporters. Remember what it's like to be a reporter. Respect senior writers' expertise.
- There's nothing worse than a wishy-washy editor. Get the full story on the situation, then act decisively and quickly.
- Make time to accomplish *your* goals, so you're not just putting out fires all day.

Time management for reporters

- Limit telephone briefings to 30 minutes. Tell the vendor upfront that this is the time you have alloted. Be firm. (Think of it as tough love.)
- Fill in expense reports on the plane ride home.
- Categorize Notes and Internet mail in electronic folders, to keep your in-box uncluttered and to help find things later. Delete mail you don't need. Don't save everything. Purge ruthlessly.
- Leave users detailed voice mails, with some good times for them to call you back, to try to eliminate phone tag on deadline.

Interviewing

- The longer your question, the shorter the answer. Ask short questions — and then shut up and let the subject talk.

Q and A executive

Pat McGovern
The chairman of IDG is this week's columnist.

"During the next few years, IT publications should regain most of the advertising market share that was shifted to business and general media during the past two years."

Q How is IDG's revenue growth in the current fiscal year?

A Our revenue growth is very strong because of three principal reasons:

1) Y2K budget recovery. Most IT users diverted part of their information system budget to rework their inventory of computer programs for potential Y2K problems last year. Now that the Y2K is largely behind us, these diverted budgets will be spent for IT products and services, boosting IT industry revenue and, thereby, increasing their advertising and marketing budgets.

2) Dot.com company advertising. Over $2 billion of additional advertising in magazines, newspapers, and other traditional media will be bought by dot.com companies in the next three to six months. IDG publications have the readers who are the key buyers and buying influencers for the products and services of most of these companies. We are well positioned to benefit from this huge new source of advertising.

3) Advertising buying cycle. There is a four-to-five-year cycle in which IT advertising buyers move their focus from computer publications to general media, and then back again. Over the last two years, the cycle has favored the business and general audience publications. The year 2000 should see the beginning of a shift back to IT publications. During the next few years, IT publications should regain most of the advertising market share that was shifted to business and general media during the past two years.

Q How can IDG business units best benefit from the explosion of marketing and advertising expenditures by dot.com companies?

A The IDG business units that will best benefit from the large increase in marketing and advertising expenditures by dot.com companies will be those which realize that the dot.com companies have three goals for their marketing programs and offer evidence to the dot.com companies that each of these three goals can be realized by the services they offer. These three goals are:

1) Finding customers. Your business unit should have research that shows that the audience you serve has the need, the budget, and the plan to buy the products and services of the type being offered by the dot.com company.

2) Hiring employees. You should be able to show that the audience you serve contains people who have the job skills and experience to be attractive employee candidates for the dot.com companies. Many of the dot.com companies are now relying on their corporate and product marketing to attract new employees, rather than relying on job announcement ads.

3) Obtaining investors. The key to the strategy of most dot.com companies is increasing their stock market value in order to attract and retain employees, make acquisitions and get publicity. You should show that the audience you serve are active investors in technology and Internet-related companies, and through research, identify the total investment amounts controlled by your audience so the dot.com companies can understand that your audience has the power to increase the corporate value of their company significantly if they are favorably impressed by the company's marketing programs.

Q How does IDG's bottom line look for Fiscal Year 2000?

A Based on current bookings, revenue trends and investment results, IDG should have the biggest increase in net income this year of any year in our 36-year history. Our net income will not only be our largest in history, but be more than three times larger than any prior year. So, truly for IDG, "The best is yet to come!"

Q What is your opinion about the future of Comdex?

A Trade shows have a definite product cycle. Comdex peaked about three years ago. And, in the last two years, there has been a decline in the audience and the number of exhibitors each year. Comdex's traditional strength is serving the computer distribution and reselling industry. Electronic commerce now allows buyers and sellers to deal directly, resulting in a shrinkage in the computer distribution chain. So, the outlook for Comdex is not attractive. As you know, its owner has been in the process of selling Comdex, and by the time you read this, it may well have been sold. The new owner will have quite a challenge trying to revitalize Comdex.

Q What specific countries will be strong market growth areas in the next five to 10 years?

A Among the larger countries, we see the fastest IT revenue growth in the next decade coming in China, India, Brazil and Vietnam. Fortunately, IDG has a prominent position in the computer publishing, research, and events markets in each of these countries.

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Keep your story on track. My editor suggested a long time ago that I rewrite my lede as I go through the reporting cycle, to see where the story is going, and perhaps highlight where new reporting would help a promising new angle. I used to sit down every couple days to write a new lede that reflected what I'd learned in the last couple days. Now, I mostly do it in my head, but it's still useful.

I also annotate my notes as I go. That is, I organize a bunch of subject headers, and after I talk to somebody, I go through the notes and toss whatever is pertinent into the appropriate subject area. Then, I just use the annotated file when it comes time to write. This is particularly helpful with longer stories.

— Carol Hildebrand
Senior Editor, *CIO*
cjh@cio.com

When an article is published, sending a few extra copies to the PR reps who helped you gather your information works wonders. It shows that you have a respect for the job the PR reps have to do — it makes their reports much easier to compile, and it makes them much more eager to help you next time you call. A few minutes to shove a few issues into an envelope is all it takes.

— Dan Amrich
Senior Associate Editor
GamePro

Integrated print-Web strategy

Acknowledging the impact of the Web on publishing, we have formulated an integrated print-Web strategy for FY00. This strategy focuses on a high-performance news package that consists of breaking news on the Web and weekly news summaries and analysis in print. We have already increased attention to online news to such an extent that the American Society of Business Press Editors awarded us first place for online news last year. The payoff for print comes this year as we realize substantial production and distribution savings by shifting from a tabloid to a magazine-size *Federal Computer Week* to emphasize news analysis and opinion.

Edith Holmes
President & CEO, FCW Government Technology Group
eholmes@fcw.com

Daily e-mail news service for IBM user group

Two years ago we agreed to create a daily e-mail news service and Web site for the Australasia Share/Guide – the IBM mainframe users in Australia and New Zealand. We customize content to the interests of those mainframe sites, combining IDG News Service information and locally generated content. We also conduct regular surveys and the like.

One result was that we had a profitable publication with fewer than 200 subscribers. Our funding comes from a combination of a base fee the group pays with advertising revenues. Despite the low numbers, these sites are very large spenders, and we have been able to attract sponsors to the daily e-mails. In fact, as we point out to them, even IBM cannot communicate with its largest-spending users every day as we do.

We have just expanded the circulation to incorporate all IBM mid-range sites, at the request of the Share/Guide. This gives us access to the 1,000 most important sites in the region on a daily basis.

Perhaps most important, IDG Australia is poised to become an exporter. Our customers demonstrated their site at a worldwide meeting of similar organizations, and the European organization has contacted us asking to set up a similar service for their members. It is exciting to think that we have been able to start a business that other IDG units can use profitably in their countries.

Don Kennedy
Managing Director
IDG Australia
don_kennedy@idg.com.au

April Fools' calendar

We needed to build brand awareness of our *ComputerWorld* publication prior to a reader study, but we didn't have any budget left. We decided to produce a poster that could be easily and cheaply distributed with our publication. We called this the April Fools Calendar, with months running from April to March (rather than January to December). We approached Xerox, which agreed to print these free of charge in exchange for running its logo at the bottom of the poster. We now find these posters on the walls of our readers' work areas — with the *ComputerWorld* name front and center.

Andrew White
President, COO & Publisher
Laurentian Technomedia Inc.
andrew_white@lti.on.ca

Target new growth areas

IDG Global Solutions' international sales from existing core clients, i.e. the traditional business base, is declining in print. Despite many of these clients' budgets increasing overall, their share of revenue invested in the IT press is declining. Our great idea is to identify new clients and divisions that should be investing in IDG products and services. To convert these new clients, we have built a growth sales team that has developed new sales strategies. The team of five salespeople started with a zero business base. From first point of contact to orders dropping typically takes between four and nine months. Most important, the sales job initially is marketing creativity and relationship building. This is a revolutionary new way of selling our products, and one that many of our business units might benefit from.

Jeff Meers
President
IDG Global Solutions
jeff_meers@idg.com

WITI Fast Track

InfoWorld has formed a long-term strategic partnership with Women in Technology International (WITI), the premiere association for women in technology to develop a quarterly magazine, *WITI Fast Track*, which appears as a supplement to *InfoWorld*. *WITI Fast Track* is designed as a resource for women in technology focusing on industry issues as well as business and career strategies. While the publication is targeted at women, it is important to all audiences as it touches on trends and issues within the IT marketplace. The editorial direction of the publication is determined by *InfoWorld*, WITI and an ad-

GREAT IDEAS

Respond to every reader letter or e-mail and ask them what they think we ought to be covering or doing better. Fascinating what you will learn. When people take the time to write — even to complain — they are very pleased when you write back to address their concern and then take the next step: ask them what they want. They're our customers and they love the opportunity to help guide the product.

Same thing when you meet people at events. Rather than make small talk about the Red Sox (grrr!) or Patriots (beyond grrr!), ask them what they think you should be doing. Ask them what problems they are having and what interesting things they are doing. You'll be amazed at the answers and at the loyalty you build up.

— John Gallant
Editorial Director
Executive Vice President
Network World

A quick e-mail, phone call, or card to congratulate a colleague when they've finished a big project is appreciated.

— Holly McGuire
Acquisitions Editor, IDG Books
hmcguire@idgbooks.com

visory board devised of highly respected senior women representing a range of technology disciplines and market sectors. It is designed, written and edited by *InfoWorld* staff. After *WITI Fast Track* appears in *InfoWorld*, it is reprinted and used as the official conference guide for the Women in Technology meetings held in key cities around the U.S., giving the magazine a broader distribution. *WITI Fast Track* is a great addition to *InfoWorld*'s editorial calendar, but it is also a highly successful revenue generator. FY99 ad sales soared as high-profile companies such as Microsoft, KPMG, Boeing, Deloitte & Touche, Hewlett-Packard, Lucent Technologies, Ernst & Young, Federal Express, Compaq, Dell and Computer Associates, to name just a few, signed on.

Janis Crowley
(formerly Associate Publisher/InfoWorld and *WITI Fast Track*,
now Vice President/General Manager, ITcareers)
janis_crowley@infoworld.com

Web-Mobile Information Service

This new service will be based on IDG Japan's current Computerworld Today (CWT), a daily online news service based on information provided by the IDG News Service. CWT is currently distributed via the Web, but a shortened version will soon be offered to cellular phone users. The popularity of mobile phones and e-mail use with mobile phones is increasing rapidly and has even created a new buzzword: Web-Mobile. IDG Japan plans to start a news-brief (approximately 100 words per item) distribution service to cellular phone users under a partnership with a Web-Mobile company. Contents will simply be an edited version of CWT so no additional investment is required. Currently we expect a profit of only approximately 10 cents per access, but considering that the Web-Mobile market is projected to expand to 40 million users by 2001, the business opportunity will be enormous.

Setsuro Tamai
President/CEO, IDG Japan
stamai@idg.co.jp

Readers in the News

Syndicated readership studies that purport to tell the media community what everyone is reading have a serious handicap: most never top the 50% response rate because many survey instruments are too long and cumbersome to fill out. Time is our readers' biggest competitor and many of the most influential readers do not have enough time to participate in these studies, yet many do have the time to spend with IDG editors, writers and reporters in sharing their insights that appear in the pages of our — and our competitors' — magazines and newspapers.

"Readers in the News" brings these readers to life. Every IDG publication has a circulation file. Many are automated in databases. Readers in the News is a program where marketing staff, when reading through the weekly/monthly IT and general business periodicals, tear sheet stories where an IT manager is quoted — most effective when that IT manager is buying a large quantity of products or services or has a point of view on an emerging technology.

The marketing department then takes the reader's name to see if he or she is a qualified subscriber to the magazine. If yes, the record is printed out, attached to the article and sent out directly to the sales staff. If the quoted IT manager is not a subscriber, the marketing department forwards the name directly to the circulation department with a request to telemarket this person to get them to subscribe.

Readers, not runs from syndicated studies, are the crown jewels of IDG's empire, and focusing direct attention on them via a Readers in the News program will sell pages anywhere in the world. I have used it for 18 years and it works.

Gary Beach
Publisher
CIO magazine
gbeach@cio.com

IDG Web challenge

With the objective of global branding, our idea is to organize a Cyber Tour of all IDG sites. The participants must visit the various sites and collect some prescribed piece of information. The competition could take place over the course of a week or a month. The winner, obviously, would be the person who has visited and collected information from the most sites. We could identify winners by country, region, continent and a global winner. Top prizes might include a trip to any IDG territory and other items contributed by our sponsors. It should not be difficult to find sponsors not only within the IT community, but also among the airline, hotel, car rental and consumer electronics industries.

Peter Cernik
General Manager
IDG Venezuela
cernik@cwv.com.ve

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One thing I always attempt to do for my top clients is provide them with publicly announced competitive info as soon as it breaks. This lets my client know that I am paying close attention to their business and the environment within which they operate.

— Chris Hempel
Western Sales Manager
Federal Computer Week
chempel@fcw.com

At InfoWorld University, a three-day program on how *InfoWorld* handles sales, we employed a special concept for the sales associates' track that focused on an RFP (Request for Pricing). This is something that sales associates do every day in getting pricing and proposals for advertising programs to agencies and clients. Participants in the two-part RFP course learn the skills necessary to complete an RFP, the role each department plays and how to put everything together to complete a master RFP.

— Mark Calvanico, Advertising Director, Business Development Group, InfoWorld
mark_calvanico@infoworld.com

Here is an idea I use at *CIO* Magazine which helps close print advertising sales. I utilize key profile information from our subscriber database e.g. (name, title, IT budget, percentage of IT budget they are personally involved with, etc.)

I ask our potential advertising clients (works best with senior managers and VPs at client organizations) for a short list of organizations that they want to be doing business with or increase business with. I then pull from our subscriber database those key individuals VP/CIO level from those exact organizations. By demonstrating/ proving that we do in fact reach those key decision makers their salespeople are so desperately trying to get meetings with, clients realize their advertising dollars are in fact working overtime for them in *CIO.*

This simple routine can help differentiate any of our IDG print vehicles from the competition. It's a quick, easy way to help demonstrate the reader affinity all our publications have in their respective markets. In fact, the example I just gave helped me win a critical piece of business over a CMP publication. After I supplied key subscriber information to the prospective client, the client asked their rep from *Information Week* to supply the same level of subscriber names from those key organizations. It became clear that *Iweek* did not have the same level of key decision makers on their subsciber list. Score one for the "good guys."

— Keith Kenner
Senior Regional Manager
North Central US/Eastern Canada
CIO Communications
kkenner@cio.com

We offer clients Dominance packages, bundled online, event and print offerings. Some of the print offerings bundled are white papers and some are special Signature Series issues like our ECommerce issue. We bundle these with seminars and e-mail newsletters or other online offerings. We promote them and have a product champion work with all the sales reps in *Network World* along with our Professional Development and Online groups. We strongly promote our brand this way.

We also sponsor the following sales contests:

- A District Manager of the Month, awarded to the ROP sales rep that most exceeds his or her quota.
- A Quarterly Market Share "Gorilla" who is the ROP sales rep that grows his or her quarterly market share the most over last year's quarterly share.

— Carol Lasker
Associate Publisher
Network World
clasker@nww.com

We use a Managing Editor Software extension which works with AdDirector. It exports the Marketplace map into our Quark template, pulls in the high res file, force fits it to the space allocated, sets the reader service number and creates the box rule that goes around each ad. By automating Marketplace production, we have been able to double the amount of pages we do every month without doubling the staff, and we produce a 25-page section in less time than it took to produce nine pages six months ago.

— Nadia Maudsley
Production Director, *PC World*
nadia_maudsley@pcworld.com

PCWorld.com's RFP Reply Repository houses a library of information enabling sales reps to quickly look up and literally cut and paste responses into proposals. Conveniently located on our Lotus Notes Database, it's easy to access and update with the latest circulation numbers, descriptive copy and other files.

— Cheryl Allen
Marketing Manager, pcworld.com
cheryl_allen@pcworld.com

I have a list of about 125 journalists to whom I send *PC World* every month. I also write a press release on one or more articles in each issue. I passed this tip along to the other *PC Worlds* through the global product line meetings and received this reply from *PCW New Zealand* Editor **Chris Keall**: "Since returning from the product line meeting, I've started putting out a press release about each issue and compiled a database of key mainstream media contacts. Excellent results: I have been interviewed three times on national TV, with our feature writer also being interviewed. Prime time, too!"

— Amy Dalton
Public Relations Manager
PC World
amy_dalton@pcworld.com

I've learned through many years in the field, and at the Management Publishing Institute and Publishing Institute, that IDG's resources run well beyond those in your individual's business unit. We recently used

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ExecuTrain as a deal closer with a client that had previously been hesitant to advertise in *PC World*. Opening up to the possibilities of using resources residing in other business units has not only produced revenue for my business unit, but incremental revenue for other units as well!

— Bill Hanck
Associate Publisher/West
PC World
bill_hanck@pcworld.com

Send thank you gifts, especially food, that are evocative of your location. We send something uniquely Chicago, such as Frango mints or Garrett's popcorn, to colleagues in other cities.

—Heather Prince
Acquisitions Coordinator
IDG Books
hprince@idgbooks.com

Bill subscribers with their first issue. We firmly believe that speed in delivering the first issue and the first invoice is essential. We create a 'welcome package' for the subscriber by polybagging the bill with the first issue and a premium, such as a mousepad or a CD-ROM. We find this very effective in improving pay-up. The package arrives within two or four weeks of order receipt. An acknowledgment precedes the package by about a week.

— David Cobb
Associate Circulation Director
PC World
david_cobb@pcworld.com

We include on the newsstand one copy of the current issue of *Macworld U.K.* poly-bagged with a previous issue of *Macworld*. This is a strong promotion in travel venues (airports, railway stations, etc.) that increases display space and encourages sampling. Readers feel they're getting more value for their money.

— David Wren
Circulation Director
PC Advisor, Macworld, Digit
david_wren@idg.com

Current issue of *PC Advisor* with extra covermount all bagged with sticker that promotes the covermount and includes the logo of the store. This is a strong promotion with a high profile retail group (i.e. supermarket) to increase copy sales and steal market share from competition.

— David Wren
Circulation Director
PC Advisor, Macworld, Digit
david_wren@idg.com

Buy back copies from waste at under 5% of cover price and re-use for promotions; a low cost and very effective way to increase newsstand revenue.

— David Wren
Circulation Director
PC Advisor, Macworld, Digit
david_wren@idg.com

PCWorld Hong Kong newsstands sales increase almost 40% whenever we carry our Cyber Map in an issue. The Cyber Map is a topological representation of all ISPs' Internet capacity in Hong Kong, which we update and print four times a year. Quite a lot of our readers call to check which upcoming issue will carry the Cyber Map.

— Theresa Lui
Circulation Manager
IDG Hong Kong
t.lui@idg.com.hk

To increase paid circulation and attract traffic to our trade fair booths, we offer sponsored premiums at no cost to us. We recently gave away a Chinese Voice Recognition software package worth HK$900 to readers who subscribe to both *Computerworld Hong Kong* and *PC World Hong Kong* for two years. The sponsor enjoys free exposure at our booth. We gave away all 45 boxes of software, thereby getting more than 90 subscriptions.

— Theresa Lui
Circulation Manager
IDG Hong Kong
t.lui@idg.com.hk

If the company that I'm presenting to is publicly traded, I make sure that I have a copy of their annual report, which is often available on the company's Web site. The chairman or president will often state the marketing goals, challenges, and future direction of the company within the report. I then incorporate the information, often using direct quotations, in my presentation. It makes a good impression when I can clearly state the company goals and challenges to a marketing or media professional and offer ways to help them with our products.

— Arlene Braithwaite
Sales Manager, Special Projects
Federal Computer Week

IDC staff tried a new marketing tactic that proved quite successful in terms of building attendee and media interest in the 1999 European IT Forum. In the months before the Forum, IDC asked each keynote speaker five questions of broad IT interest. The answers were posted on the IDC.com home page in the "What's New?" section and were available by clicking on the "What's New" headline.

— Meryl Salter
European Marketing Manager
IDC EMEA
msalter@idc.com

PC World Italia's March issue increased its folio size from 324 to 354 pages to accommodate special features with centennial themes marking its 100th issue, including:

- The 100 most important moments in information technology history.
- 100 tips and tricks (50 each for hardware and software).
- 100 interesting Web sites, as selected by the PCWI editorial staff.
- 100 descriptions of useful shareware software.

— Mario Toffoletti
Publisher, Consumer Magazines
IDG Italy
mario_tofolletti@idg.it

Match the publications with their publishers

OK, OK so the *IDG World Update* staff can't send you on a trip to Paris for a week (see story page 1), but we'd still like to encourage you to get involved with your employee newsletter. Below are 10 IDG publications, each of which has been featured in *IDG World Update* during the past couple of years. A swell-looking IDG baseball cap awaits three employees who correctly match the publications with their publishers. On the off chance that you haven't saved every issue of *World Update*, you can access the last three year's worth of of the newsletter online at www.idgworldupdate.com. Three entries will be selected in a random drawing of all correct entries received by Tuesday, Jan. 25. You may e-mail your entry to world_update@idg.com or fax it to 617-423-0712.

___ *GameStar*
___ *Digit*
___ *Computer Totaal!*
___*The Industry Standard*
___ *CIO Canada*
___ *Unlimited*
___ *Seti* (Network World)
___ *Publish & Macworld*
___ *Betty Crocker Cookbook*
___ *IDG World Update*

1. Laurentian Technomedia
2. Internet Industry Publishing
3. Open Systems Publications (Russia)
4. IDG Books
5. IDG International Publishing Services
6. IDG Poland S.A.
7. IDG Communications Netherlands
8. IDG Entertainment Verlag (Germany)
9. IDG Communications U.K.
10. IDG New Zealand

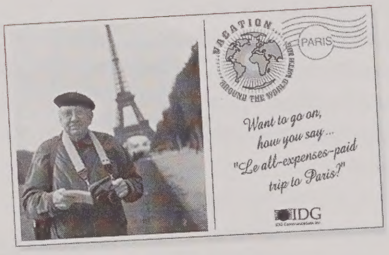
Hats off to the Great Ideas contributors

Many thanks to everyone who contributed suggestions for this special issue. A random drawing of entrants yielded the following 10 people who will receive IDG baseball caps as a token of appreciation: **Dan Amrich**, *GamePro*; **Mark Calvanico**, *InfoWorld*; **Amy Dalton**, *PC World*; **John Gallant**, *Network World*; **Bill Hanck**, *PC World*; **Carol Hildebrand**, *CIO*; **Keith Kenner**, *CIO*; **Carol Lasker**, *Network World*; **Holly McGuire**, IDG Books; **Heather Prince**, IDG Books.

Promotion

continued from page 1

reps must answer seven simple questions that will require them to go through the pages of each publication to find the answers. The first destination is Paris.


VACATION AROUND THE WORLD WITH IDG
PARIS
Want to go on, how you say... "Le all-expenses-paid trip to Paris?"
IDG

DeBalko's group will be targeting the media and account departments at all the major advertising agencies in the country. "We are working closely with each of the publications to make sure that all of their agency contacts are included in our mailings." In addition to having the entry forms mailed, U.S. publication sales representatives have been given a supply to hand out while they're on calls at agencies. "We intend to blanket all our media contacts with this promo-tion," DeBalko said.

The first program launched in early December with an e-mail blast to all agency contacts announcing the contest. The e-mail had a short message with a link to www.idg.com/paris where details about the sweepstakes are posted. A direct mail piece containing the questions and instructions on how to enter was sent out several days later. A winner will be selected in a random drawing in mid-January.

DeBalko said the response rate has been "great" after just a week. To keep the response rate high during the holidays, sales reps have been given a custom fax sheet they can use to remind their agency contacts to enter the sweepstakes.

The quarterly program has trips to Hawaii, Hong Kong and Sydney on the itinerary.

For more details, contact DeBalko at catey_debalko@idg.com. WU

How well do you know IDG's publications?

Below are the questions for the first Vacation Around the World with IDG contest. Can you complete the taglines? Answers are below.

CIO: CIO is "The Magazine for ______________"
Computerworld: Computerworld is "The Newspaper for ______________"

Federal Computer Week: Federal Computer Week is "The Most Trusted Source in ________"
InfoWorld: InfoWorld is "Defining Technology for ______________"

Network World: Network World is "The Newsweekly of __________Computing."
PC World: PC World is "The Magazine of__________ Computing."
The Industry Standard: The Industry Standard is "The Newsmagazine of the__________Economy."

1. CIO is The Magazine for Information Executives 2. Computerworld is The Newspaper for IT Leaders 3. Federal Computer Week is The Most Trusted Source in Federal IT 4. InfoWorld is Defining Technology for Business 5. Network World is The Newsweekly of Enterprise Network Computing 6. PC World is The Magazine of Business Computing 7. The Industry Standard is The Newsmagazine of the Internet Economy

IDG WorldUpdate

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4.000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

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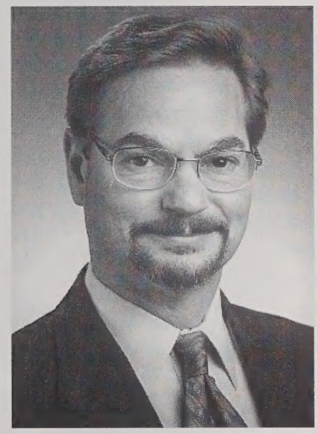
WWW.IDGWORLDUPDATE.COM

Edman named CEO at PC World Communications



Fourteen-year PC World veteran ***Jeff Edman*** *joined the company in 1985 as Midwest advertising manager. In 1992 he was named VP of national accounts; the following year, he became VP, director of advertising. In 1995 he became associate publisher and has served as publisher since 1997.*

PC World Publisher **Jeff Edman** has been named president and CEO of PC World Communications, Inc. In his new, expanded role, Edman will oversee all business activities at the company's print publication, as well as its online operations, including pcworld.com, webshopper.com and e-mail newsletters.

"Jeff is the ideal executive to take the helm at PC World Communications as it leverages the strength of its brand across its print and online properties," said **Joe Levy**, president and CEO of IDG Communications. "Under his leadership, *PC World* has surpassed its competition to become the world's largest computer magazine. I have every confidence in Jeff's ability to achieve the same success for PC World Communications as a whole and manage the business into the next century."

"I am extremely gratified by this opportunity," said Edman. "But clearly the credit for the success of our company must be shared with the outstanding staff of PC World. We are fortunate to have excellent people in every department of this company, and I consider it a privilege to work with them."

Edman's responsibilities extend to the Internet and PC World Communications' growing online operations. According to Media Metrix, pcworld.com reached 1.7 million unique visitors in November 1999, a 17% increase over the previous year — outpacing overall Web growth. ABC Interactive, a subsidiary of the Audit Bureau of Circulations, reports that for the three months ending Sept. 30, 1999, pcworld.com's number of page impressions averaged more than 29.7 million, up 25% over the

continued on page 2

CIO's new look, outlook reflect evolving needs of readership

CIO magazine this month unveiled a millennial makeover that features not only a new look but a new attitude, reflecting the pivotal role its readers now play in the overall success of their organizations.

IDG WORLD UPDATE

Among the key staff involved in CIO's recent changes are (back, L-R): Executive Editor ***Derek Slater****, Editor-in-Chief* ***Abbie Lundberg****, Managing Editor* ***David Rosenbaum****, Associate Art Director* ***Hana Barker****, Art Director* ***Lisa Monroe,*** *Senior Executive Editor* ***Rick Pastore****. (Front, L-R): Executive Director/Art and Design* ***Mary Lester****, Senior Editor/Opinions* ***Megan Santosus****, Staff Writer* ***Meridith Levinson****.*

When *CIO* magazine hit the streets 12 years ago, chief information officers were still a rarity at most large companies, noted Editor-in-Chief **Abbie Lundberg**. The men and women who would soon guide their companies' technology strategies were just beginning to emerge from IS back rooms to take their places in corporate boardrooms. *CIO* magazine was launched to champion these technology experts while providing them a resource to assist in developing a strategic business perspective.

All that has changed now, Lundberg noted. "CIOs are now in the executive boardroom and making decisions that impact not only their companies' bottom lines, but the global economy and society at large. With the stakes higher than ever before, it's time to turn up the volume, bring CIOs together and facilitate an ongoing conversation on the critical issues," she said.

To that end, *CIO*'s content, design and overall size will change to reflect an edgier, more opinionated

continued on page 2

CIO
African Americans hold less than 3% of the top jobs in this country
What Gives?

CIO

continued from page 1

and thought-provoking publication. According to Lundberg, the enhanced content will build from the magazine's current award-winning editorial and will include more opinions, beefed-up emerging technology coverage, highlights of legislative happenings inside Washington, D.C., and around the globe, and in-depth company and people profiles.

Major editorial enhancements include:
- **Opinion**. Six-plus pages of commentary, advice and tales from the world of technology, including a look at the social impact of technology decisions; a CIO confidential column, penned by an anonymous CIO from a "very large corporation;" and a piece that will feature face-offs between two experts on controversial issues.
- **Trendlines**. One of CIO's best-read sections doubles in size to include its regular short items on hot topics such as electronic commerce and customer relationship management plus a look at goings-on in Washington, CIO career moves, book reviews, recommended reading lists and more.
- **Emerging Technology**. This popular department will also expand to provide more information about technology currently in early deployment at major companies plus a very future-oriented look at new technologies coming down the pike and a player's guide to all the industry buzzwords for CIOs from non-technology backgrounds.
- **New Economy**. This column explores the drivers of and responses to electronic business transformations, dissects new business models and helps readers understand where the risks lie and how to capitalize on new opportunities.
- **Case Files**. Company profiles in one of four areas (knowledge management, proving IT value, Internet entrepreneurship and customer relations) accompanied by a critique from a prominent industry guru.
- **Total Leadership**. Following up on *CIO*'s extensive leadership series in 1999, this column (written by former Xerox CIO Pat Wallington and former Federal CIO advisor Chris Hoenig) draws on the authors' extensive experience overcoming a variety of organizational hazards through the practice of leadership.

"Overall, we will be taking more of a stand around issues," Lundberg noted. "Rather than simply reporting on a trend, we will conduct extensive research and build a case for or against a particular technology or strategy. It should be a big upside from a reader perspective," she added.

To showcase all these enhancements, the publication's design team has been hard at work developing a 21st century look for *CIO* that includes an increased trim size, a switch to perfect binding, bolder typography, more illustration and photography, elegant detailing and more overall white space.

And while *CIO* will continue to be published 23 times a year, it will cease producing two separate sections and polybagging them for biweekly delivery. Instead the editorial content will be combined into a single 140- to 160-page folio with a 50/50 ad/edit ratio. "We found that both sections of the publication [*CIO* plus *WebBusiness* and *CIO* plus *Enterprise*] were being passed along to the same executives within an organization. Segregating them just didn't make sense anymore," Lundberg said.

For more information contact Lundberg at lundberg@cio.com.

> *"Overall, we will be taking more of a stand around issues. Rather than simply reporting on a trend, we will conduct extensive research and build a case for or against a particular technology or strategy. It should be a big upside from a reader perspective."*
>
> *— Abbie Lundberg, editor-in-chief*

CIO at-a-glance

Year established 1987
Number of employees 160
Circulation 135,000
Branded events CIO Perspectives, CIO Enterprise Value Retreat, CIO 100 Symposium, The xNet Consortium
Web site cio.com
Publisher Gary J. Beach (gbeach@cio.com)
Recent honors Named 1999 Magazine of the Year by the American Society of Business Press Editors

Edman

continued from page 1

previous year. The Web site has recently signed important licensing agreements with inc.com and Amazon.com.

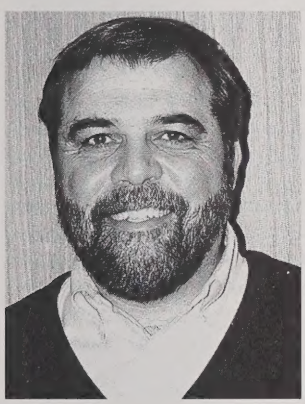
Under Edman's direction, *PC World* reached new heights in editorial excellence, circulation growth, reach to computer product buyers, and advertising market share. The ABC Fas-Fax Report for the six months ending June 30, 1999, shows *PC World* leads all rival computer publications in total paid circulation growth (6.7%), subscription growth (8.2%), and average issue single-copy sales (158,886). Over the last five years, its circulation has grown by nearly 32%. The 1999 IntelliQuest CIMS v6.0 Business and Home Studies report that *PC World* reaches a combined audience of more than 5.1 million computer product purchase influencers — more than any measured computer or business magazine.

PC World earned 11 national editorial awards in 1999 including the 1999 Grand Neal Award from the American Business Press and the 1999 Folio: Editorial Excellence Award.

The only personal computer magazine to move up in both the Ad Age 300 and Folio:500 rankings last year, *PC World* steadily gained market share from its competitors, up from 24% in the January issue to 29% in the December issue. Also in 1999, Edman's team spearheaded several new revenue initiatives, including targeted special advertising sections, PC World Conferences, and a partnership with *Reader's Digest New Choices: Living Even Better After 50*.

executive Q and A

Frank Cutitta
IDG Global Solutions' managing director/international, who heads up the IGS Global Accounts team, is this week's columnist.



IGS Global Accounts at-a-glance

Established October 1999

Locations San Francisco, Stamford, Conn., and Framingham, Mass.

Employees
Managing Director/International **Frank Cutitta**, Executive Vice President/Worldwide Accounts Director **Jeff Bodenmann**, VP Global Accounts **Ginny Pohlman**, Executive Assistant/Operations Manager **Gail Edgett**, Global Accounts Manager **Maureen Rondeau**, Global Accounts Analyst **Christy Berger**, Operations Manager (Stamford) **Nancy Dixon**

Most recent accomplishment Global extension and expansion of Microsoft/Compaq Windows NT program across Europe and Asia/Pacific leading to Microsoft using the program as a case study for vendor and media global alliances.

Goals for FY00 Our quantitative goal is to increase incremental revnues across IDG's top 10 global accounts by a minimum $10 million in FY00. Qualitatively, we will be judged on the depth and quality of senior management headquarters relationships we are able to develop among IDG's top 10 customers.

Q Where does the Global Accounts team fit into IDG's global sales effort?

A Last fall we formed a new and very exciting IDG Global Solutions (IGS) division that focuses on expanding IDG's corporate relationship across its top 10 global accounts. This relationship-building goes beyond media and includes research, expos, online, books and ExecuTrain. Basically, we want every IT vendor global headquarters organization to be aware of the full range of IDG products and how they can be brought to bear to their best advantage as they conduct business globally.

Q How does this differ from what is currently being done by the IDG Global Solutions (IGS) international ad sales groups managed by Jeff Meers or from the IDG Communications sales team run by Joan Kelly?

A The IGS international media sales group is focused entirely on generating centralized advertising into the international publications through the IGS hubs in which they are based. The IDG Communications team represents the aggregated interests of all of the U.S. publications across the top 25 clients domestically.

The new Global Accounts Team division of IGS will operate without preconditions on centralizing advertising business. Our major goal is to develop strategic partnerships that result in incremental pan-IDG global revenue programs executed in whatever way best fits the client's global organizational structure. If the client feels they wish to totally centralize these programs we will channel that through the IGS, IDG Communications or IDC group or whatever centralized group matches the IDG product or service. If the client wishes to execute locally in each country, we will port the project out to our indigenous offices for execution. If the client wishes to execute through a mix of centralized and decentralized we will choreograph a hybrid approach. The key is to remain client centric.

Q What inspired the development of this Global Accounts Team?

A The short answer is what has evolved into 'the new global client."

Historically, IDG was in the position of only developing senior-level global or regional HQ relationships with those clients who centralized their advertising through a hub. Other clients who invested heavily in IDG, but did so in a totally decentralized or quasi-centralized fashion, were at times unable to get the same senior management attention as those with a more centralized media structure. For example, the IGS international media team would reach a point where they had to decide how much time they could invest in an account that had no potential of doing business through their hub. Sales pressures drove the depth of the relationship.

The new Global Accounts division breaks through the centralized bookings prerequisite necessary for developing serious relationships with IDG's most important sources of revenue. The Global Accounts team operates without prejudice to how or where the client buys. Our goal is to help the client negotiate the IDG maze of products and services and to find funding pockets that will enable them to buy more across the whole of IDG. These global funds are sometimes very difficult to find at the local and even the regional level. And more important, the funds must be preceded by a "big idea" in order to be released.

Q So how will this new group be evaluated, and how do you determine which vendors fall into the top 10 list?

A The Top 10 will be composed of five standing accounts that have been identified as essential to IDG's global business growth. These are IBM, Microsoft, HP, Dell and Compaq. We will then establish a "second five" that will be identified based on their propensity to significantly increase investment across IDG over the mid-term. (Currently the "second five" includes Cisco, Computer Associates, Lucent, Nortel and Oracle.) We are currently analyzing SAP, Xerox, Unisys and NCR for possible inclusion in Q2 given signs we have seen for potential incremental growth. The metrics for selecting these accounts will be a combination of quantitative and qualitative data received from IDG finance, IDG Communications and the various operating unit assets we have around the world.

In terms of accountability, the success of the group will be based on its ability to document and quantify global revenue increases as a result of ROP, research and special project spending across the Top 10 identified accounts as a result of its efforts.

Frank Cutitta may be reached at frank_cutitta@idg.com.

Outstanding IDC employees earn Excellence Awards

IDC honored the FY99 third- and fourth-quarter winners of the IDC Excellence Awards last November. The program recognizes employees for outstanding performance in the areas of business development, product quality, customer service and teamwork. U.S. employees nominate their peers, and winners are chosen by a five-member committee. Excerpts from the nominations appear at right.

IRS/CIA Excellence Awards

IDG WORLD UPDATE

IDC's Investment Research Service (IRS) and Custom Information Access (CIA) team recently created a quarterly awards program to extend its gratitude to the analysts who support the IRS/CIA client base. The Outstanding Service award went to Worldwide Services Program Manager ***Sophie Janne Mayo*** *(left) and the Outstanding Research award went to* ***Meredith McCarty Whalen****, program manager for the Internet Services and Application Service Providers Program.*

RESEARCH AND CONSULTING

Business Development

Michelle Bailey, Research Manager, Commercial Systems and Servers Group (Framingham, Mass.)

Michelle has taken the concept of multi-client studies to new heights. She has been able to develop, launch and deliver high-quality, large revenue and truly "thought leadership"multi-client studies. In particular, Michelle's work on Server and Storage Consolidation, Internet and Workload analysis has been outstanding. In terms of revenue, these studies have generated nearly $1 million (almost $500,000. during the last six months). As for industry leadership, the analysis has been used by all of the leading server vendors. In fact, several of the customers have asked Michelle to revamp the Workloads study and are willing to pay for it again!

Product Quality

David Tapper, Research Analyst, Network and Desktop Outsourcing Services (Framingham, Mass.)

Since joining IDC in March 1999, David has produced more than 15 of the highest quality documents. David's latest report (#20017) is a 168-page watershed study of the world's top network and desktop outsourcing players. This report, exemplifying IDC's definition of research product quality, includes one of the most comprehensive collections of IDC's newest analysis tools to date. After having been with IDC only a few months, four of the first documents David produced generated hard copy and Web reprint orders, resulting in more than $27,000 in additional revenue for the program between June and August.

IDG WORLD UPDATE

David Tapper, Paul Johnson, Doug Chandler, Jody Beaulac *(top),* ***Melita Marks (top)*** *and* ***Peter Short*** *were among the IDC Framingham employees who earned IDC Excellence Awards last year.*

Product Quality

Callie Pottorf, Research Analyst, Wireless and Mobile Communications (IDC Texas)

Pottorf

Callie has taken the lead in managing the annual survey and writing the report on the results. She has also been publishing Internet flashes as events unfolded in the U.S. wireless industry. Our clients recognize Callie as an expert in her field. One of Callie's most significant contributions has been the work she has done in Asia to help our telecommunications research in the region. Callie completed a Global Fellowship in Singapore and worked with analysts and sales people in promoting our global wireless research.

Product Quality

Paul Johnson, Senior Research Analyst, Consumer e-Commerce (Framingham, Mass.)

In 1999, Paul literally defined quality research in an important new growth area for IDC: research for Internet executives. Paul has almost single-handedly put IDC on the "eBusiness" map by creating IDC's definitive forecasts of key eBusiness segments. These are not easy forecasts to create. They require a detailed analysis of whole industries as well as insight and vision into how the Internet will reshape those industries. Paul has not only created these important forecasts but his research has been read and sparked discussion and debate among some of the top executives in the industries he has studied.

Product Quality

Jill House, Research Analyst, Smart Handheld Devices (Framingham, Mass.)

Jill has raised the quality of the written deliverables in the Smart Handheld Devices (SHD) program due to her excellent writing and analytical skills. She has expanded the variety of topics within the program. We received comments from clients and prospects who enjoy reading research that could potentially be very dry. Furthermore, Jill's expertise in the SHD arena has also earned her a solid reputation among Continuous Information Service and Investment Research Service clients who are interested in spending inquiry hours with her to discuss the market.

Product Quality

Doug Chandler, Senior Analyst, Systems Support Services

Doug is a very strong writer and has become the

Web Technologist (CIO) The award winning CIO.com team is looking for a master of web technologies to help lead us into the next phase of development. Candidates should have a track record that demonstrates the ability to learn and use new tools, and a strong interest in all things technical. This person will be expected to cover a wide range of technologies, including Apache and IIS servers, NT and Solaris, javascripting, perl, Cold Fusion, Real Audio, CSS, tool integration, and whatever else comes along. The ideal candidate will be proficient in several of these areas, and have the proven ability to quickly learn new technologies. Role includes research, installation, training, deployment and tweaking of multiple technologies. This is a small but effective team environment. Individual must be able to work independently and as part of a team. *Location: Framingham MA*
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-935-4721, Email: christine_moloney@idg.com

Online Editor (CW) Computerworld has an immediate opening in its editorial department for an online editor. Candidates for this post should have at least five years experience in high-tech journalism, including at least one year of editing experience. Online experience and HTML skills preferred, but not necessary. The online editor will work in tandem with the print and online news editing team, checking the wires and other news sites, and assigning and tracking news assignments on a daily basis. This editor typically, and at least initially, will work two online shifts a day in tandem with a 2nd editor, editing copy, writing headlines, writing story summaries and posting copy. This editor will function as part of a web team, and work with that team to create new content and services for our web site. This editor will also team with primarily print news editors to assign stories and resources and will function as a backup news editor for print when necessary. Additional duties may be added over time - including primary or backup responsibility for all or part of compiling Computerworld's daily and weekly online newsletters. This position is expected to evolve over time as the site grows and our content online is expanded and new opportunities arise. Salary is commensurate with experience. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Online Developer (CW) Computerworld is seeking an Online Developer who is familiar with structured/object development methodologies. Candidate will be expected to work as part of our project teams that will be assigned to develop solutions for our online initiatives. This individual will be expected to have good client and team interaction skills, good oral and writing skills and ability to "think on their feet" in providing technical solutions. Candidates should have development skills in a client/server environment with Windows/Unix as operating systems, C/C++/VB PowerBuilder, CGI/PERL/TCL as scripting languages, Internet/Web design, HTML/XML. Candidate should have a Bachelor degree with 3 - 6 years' experience. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Training Services Support Manager (Executrain) Training Support Manager to perform a key training and support role within Latin-America. The primary responsibility is to deliver key business and product training programs to ExecuTrain locations and assist in the general development of ExecuTrain business within the region. Based within Latin America, the role will involve frequent travel to ExecuTrain's USA and European headquarters and to ExecuTrain locations within Latin America. The Candidate we are looking for: Fluent Spanish, Brazilian Portuguese and English; Bachelors degree and/or management experience in a commercial IT Training organization or similar; At least two years training experience, preferably in IT; Ability to be self-motivated and work alone under pressure to achieve tough deadlines; A flexible and enthusiastic team player who can immediately operate as an effective member of ExecuTrain International; Good working knowledge of MS Office _ Word/PowerPoint essential; Good negotiating skills and an ability to work with personnel at all levels. *Location: Latin America or possibly Atlanta; GA*
Contact: K. Morris, Fax: +44 1908 399920, Phone: +44 1908 399920, Email: enquiries@executraineurope.demon.co.uk

Chief Copy Editor (FCW) Seasoned copy editor with editing/page design experience needed to manage a four-person desk responsible for print and online content. Ideal candidate is a versatile self-starter and problem-solver proficient in QuarkXpress and AP style. *Location: Falls Church VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

Information Systems Manager (FCW) Information Systems Manager (information systems) Network engineer with 4+ years experience in IT administration and management to support 70 end-users in a PC/Mac environment. Experience in Lotus Notes/ Domino administration required. Must be highly skilled in Windows NT network architecture _ MCSE preferred. Requires knowledge of Intel PC architecture. Knowledge of Apple PowerPC architecture/OS a plus. Experience in TCP/IP routing (Cisco IOS 11.X) and firewall configuration and maintenance required. Must have strong working knowledge of Windows 95/98 and MS-Office 2000 suite. Position requires strong technical, organizational, communication, and interpersonal skills. *Location: Falls Church VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

Marketing Specialist - Systems, Storage & Semiconductor Research Programs (IDC) This person will focus on the Systems, Storage and Semiconductor research programs. Responsibilities will include working with a team of high-profile market analysts and sales staff, managing events, writing persuasive press releases and report promotions, assisting in positioning products, translating technical ideas into compelling marketing messages, developing targeted prospect lists, and creating new direct mail and marketing campaigns. The ideal candidate for this position will be a dynamic, assertive and communicative professional with 2-4 years of diverse experience including product and direct marketing as well as marketing communications experience. Strong organizational, communication, promotional writing, detail, and desktop publishing skills required with a working knowledge of Filemaker Pro, Quark Express, PowerPoint, Microsoft Word and Excel. *Location: Framingham MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Director, IBM Relationship Management Program (IDC) Consulting Director to work with IDC sales, consulting directors and analysts in all technology areas (internet, verticals, systems, PCs, storage, software, services, semiconductor, networking), international offices and contractors to design and implement effective business processes to enhance the quality and consistency of IDC deliverables. First year focus is on managing and improving IDC relationship with one large account. After initial start-up period, the Consulting Director will work with various consulting practice directors to design, implement and institutionalize a standard IDC approach to consulting projects. Key skills and qualifications include strong consulting process skills, project management and team building, as well as relationship building and client handling, client service commitment, analytic thinking, creativity, and written and oral communications. Confidence presenting to groups is a must. Familiarity with qualitative and quantitative research methodologies and/or market modeling a plus. Experience with management consulting, organizational development, business process design and/or training is highly desirable. Knowledge of the IT industry and key product markets (servers, storage, services, software) is beneficial. BS required. MBA or advanced degree a plus. Ongoing training in business concepts, professional skills and analytic techniques will be encouraged. This position also requires some travel. *Location: Framingham MA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Newsletter Writer (IDC) Rapid expansion calls for newsletter/online content writers to ride the wave with two emerging industry sectors: Application Service Providers and Online Training. We're looking for smart people who can assimilate lots of information, discern the key points, and portray them cogently in a 500-700-word piece with graphics on a weekly basis. In addition, you'll be responsible for posting content on your product's Web site. Great career opportunity as you can focus on a particular area and will receive industry visibility. If you're a writer or a copy editor that can write, please send your resume with a one page writing sample on the importance of the Microsoft antitrust trial to mupton@idc.com. *Location: Framingham MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Program Manager, Web Hosting (IDC) IDC's looking for someone to manage it's Web Hosting Research Program. This person will research and write reports on Web Hosting and related topic areas including collocation, Web broadcast and data streaming services. Other responsibilities will include analyzing strategies of major service providers in this sector, including the production of market size and forecasts as well as providing inquiry service and general sales support to Web Hosting clients. Some knowledge and experience analyzing the Telecom and Internet Service Providers is required. Strong writing skills and knowledge of database management software such as Microsoft Excel is essential. BA in Liberal Arts or Engineering required. MA/MBA preferred.*Location: New York NY*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Senior Research Analyst, Consumer eCommerce (IDC) The Senior Analyst on the Consumer eCommerce Advisor program serves as IDC's expert in online small goods sales (packaged goods, drugs, groceries, etc.). The analyst will be responsible for providing compelling research and advice on the focus topic, including timely news/event analysis, in-depth advisory bulletins, custom consulting projects, and more. The analyst will also contribute to research across the consumer eCommerce advisor group and work with international analysts to develop global expertise. Candidate must have strong writing, speaking, and analysis skills. The ideal candidate will have a research/consulting background and well as professional experience in one of the above online areas. This position is based in Mountain View, CA (Silicon Valley), although, alternative locations (Framingham, MA etc.) may be considered.
Location: Framingham MA
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Sr. Analyst, Storage Mechanisms (IDC) The Storage Mechanism group is looking for an analyst who will be responsible for collecting, managing, and analyzing quarterly data, writing tactical and strategic research pieces, contributing to the storage newsletter, and supporting client inquiry for the hard disk drive market. Candidates should feel comfortable in an environment that involves multitasking. Important attributes for this position include responsiveness to customers, excellent oral and written communication skills, and solid knowledge of spreadsheets. Knowledge of the data storage, PC, or server industries is preferred.
Location: Mountain View CA
Contact: M. Maynard, Fax: 508-935-4432, Phone: 508-988-6719, Email: idc_jobs@idc.com

Account Executive, Latin America (IDC) IDC is seeking an Account Executive for the Latin America sales organization. This person will be responsible for assisting the LA Sales Director with acquiring new accounts and growing current accounts. At least 3 - 5 years of previous sales experience is required. Spanish or Portuguese fluency is a must. Knowledge of Microsoft Windows, Excel, PowerPoint and Lotus Notes is preferred. Experience working in the IT or Telecom Industries or with IT/Telecom clients is a plus. College degree is preferred. *Location: Miami FL*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Administrative Assistant (IDG Comm) IDG Communications seeks a detail-oriented, highly motivated team player to provide administrative support for the Executive Vice President of Sales and Marketing. Candidate should be extremely organized, proactive, and persistent in follow-up. Requires frequent interaction with all members of the company as well as customers, vendors, and other business relations partners. Will provide general administrative support including scheduling meetings, preparing PowerPoint presentations, compiling and preparing reports and/or spreadsheets, tracking expenses and expense reports, maintaining files, and handling email and telephone inquiries. Strong PC skills in Word, Excel, and PowerPoint required. Candidate must be flexible, able to handle multiple tasks simultaneously while producing high-quality/high-quantity work, and have excellent interpersonal skills. Previous administrative support in marketing or publishing is a definite plus. *Location: Framingham MA*
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-935-4721, Email: christine_moloney@idg.com

Sales Manager, Consulting Sales Major Accounts (IDC) Consulting Sales Manager will be responsible for developing and driving four to five million dollars of consulting revenues within six to eight of IDC's Major Account Customers. Position will report to the AVP of Consulting Sales in Mountain View, CA. Five plus years of sales and or business development experience required. Four year college degree essential; excellent writing and presentation skills a must. Knowledge of market research industry and or consulting business model preferred. Strong team player with leadership skills and competitive nature is ideal. *Location: Mountain View CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Human Resource Manager (IDG Comm) IDG is seeking a dynamic, seasoned HR manager to join its West Coast Human Resources Services Division team. This individual will be responsible for managing the HR function for specified client groups, and participating in all aspects of HR including recruitment, training and development, employee relations, compensation analysis/planning, and organizational development. He/she will work closely with business unit heads to develop and implement a strategic plan for HR. The ideal candidate must have 6 - 8 years of HR generalist experience and a BA degree or equivalent, as well as excellent judgment, interpersonal, problem resolution, negotiation and written/verbal communication skills. The ability to effectively perform in a fast-paced, changing environment is a must. *Location: San Francisco CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: Sue_murphy@idg.com

Senior Recruiter (IDG Comm) IDG is looking for a Senior Recruiter who is an employment matchmaker in the high tech publishing arena, able to link the needs of hiring managers to well qualified candidates while ensuring that the corporate culture is a perfect environment for both. You will source, recruit, interview, and hire for key sales, technical, editorial, online, circulation, production, systems, marketing and research analyst positions for IDG's business units in Northern California. The ideal candidate will develop a pipeline of qualified candidates and become top notch at selling IDG and its business units to career searchers, casual career searchers and non-seeking top talent. Requires 5+ years recruiting experience in the high tech market. A finely tuned understanding of all aspects of recruiting, including proactive use of the internet, strong interpersonal skills, a "can do" approach, and a willingness to work in a high volume, fast paced, ever changing environment a must. *Location: San Francisco CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

Web Developer (IDG GC) The individual in this position will develop web-based applications for our customers worldwide. Responsibilities include working closely with the development staff and end-users to develop specifications; building the applications using Lotus Notes Domino, HTML, JavaScript, and server-side scripting tools. The successful candidate will have 3-5 years of programming and analysis experience, specifically 2-3 years Lotus Notes development, at least 1 year with R4.5 or higher, 1-2 years using Lotus Script and Lotus Domino, and 1 year of HTML. Experience in all phases of development is a must. Experience with JavaScript, Perl/CGI Script and SQL Server, or other relational databases is a plus. The candidate will be expected to provide URLs which show several examples of work. *Location: San Mateo CA*
Contact: D. Garza, Fax: 650-524-5730, Phone: 650-524-5701, Email: diana_garza@idg.com

Managing Editor (IDG/B) The Managing Editor for the pet trade and lifestyle groups must be organized, professional, and experienced. Responsibilities will include scheduling titles from acquisition through printed book, hiring and managing freelance editors, commissioning art, and working cooperatively with manufacturing, production, editorial, and design departments. Ideal candidate will have a bachelor's degree in English or a related field, three years experience in book publishing, prior management experience, and a can-do attitude. *Location: New York NY*
Contact: J. Meyers, Fax: 212-654-4731, Phone: 212-654-8504, Email: nyjobs@idgbooks.com

Associate Foreign Rights Manager (IDG/B) The Associate Foreign Rights Manager will work closely with the Manager of Foreign Rights in licensing all of IDG's Consumer Reference Titles throughout the world, including the UK. Responsibilities include managing key accounts and key territories. The successful candidate must be a self-starter, resourceful, and flexible. 2+ years' experience in foreign rights preferred. Bilingual a plus. *Location: New York NY*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Staff Accountant (IDG/CMC) The purpose of this position is to prepare the day to day accounting record keeping for CMC, working under the direction of the VP Finance. Responsibilities include: processing transactions with accuracy and timeliness in conjunction with IDG Corporate Accounting during the month, preparing monthly financial statements, and to maintain shared drive financial information for each conference. As the only on-site financial person, it is critical that this position meets the numerous requests for information, advice and guidance posed by CMC employees. Establishing good working relationships and being responsive to inquiries is critical. BS in Accounting and 3-5 years experience is desired *Location: San Mateo CA*
Contact: L. Lorenzana, Fax: 650-312-0547, Phone: 650-312-0693, Email: lia-lorenzana@cmc.com

Office Services Supervisor (IDG/CSG) IDG is seeking an Office Services Supervisor. Responsibilities include sorting and distributing mail, FedEx, UPS, and other inbound material, purchasing of office supplies and equipment, shipping and receiving, set-up and maintenance of conference rooms and offices, and other duties and special projects as assigned. Candidate must be self-motivated, detail oriented, well organized and have the ability to communicate effectively with all levels of staff, including executives. This position will supervise one direct report. Ability to lift 50 lbs., a valid MA driver's license and an excellent driving record required. Knowledge of Lotus Notes and MS Word a must. *Location: Framingham MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Bookkeeper (IDG/CSG) Individual in this position will be responsible for accounts receivable, cash receipts, accounts payable, and General Ledger data input for one or more IDG business units. Duties include vouchering, A/P, entering and posting A/R and A/P to General Ledger. Position requires a high school diploma and 4-5 years of bookkeeping experience. Ideal candidate will have an Associate's Degree with strong attention to detail and superior follow-through skills. *Location: Framingham MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Assistant/Associate Editor (IDG/GMG) GameProWorld.com the Internet division of IDG Games Media Group, publisher of GamePro magazine, the world's largest multiplatform gaming magazine is seeking an entry level (Assistant or Associate) Editor. This Editor will be responsible for developing timely and quality editorial copy for the PCGamePro and Hardware channel, that will include reviews, previews, strategy guides, cheats and features. Additionally, the position will require limited travel, interaction with game company publicists, and comporting yourself as a representative of the website in public, trade shows, etc. Qualified candidates will have a BS or BA degree in mass communication, journalism, English or a related field. Candidates will have excellent grammar, spelling, and written skills, along with PC literacy in office applications (MS Word and Excel.) Media/web experience preferred. Must be detail oriented, team player, flexible and able to produce quality work and handle multiple tasks in a fast paced, ever-changing environment. Must not only have a passion for PC gaming but knowledge of the industry, if you aren't a gamer don't apply. Position and salary will be related to experience, an Associate Editor will have industry and editorial experience, as well as more responsibilities. E-mail cover letter with salary requirements, resume, and writing samples to the contact listed on the job posting. *Location: San Francisco CA*
Contact: J. Samuel, Fax: 415-975-2630, Phone: 415-978-3239, Email: jsamuel@gameproworld.com

Associate Editor (IDG/GMG) GamePro, the world's largest multiplatform gaming magazine, is seeking an experienced Associate Editor with an expert knowledge of console video games and PC games. Primary responsibilities will include writing and editing previews and reviews of console and PC games; writing and editing strategies and features as necessary; creating online editorial copy for GameProWorld.com; and creating editorial content for the magazine's ancillary products. This person will also act as a representative of the magazine, covering assigned console and/or PC game beats. This position requires excellent editing and writing skills, 2+ years of journalism experience, and extensive experience playing console and PC games. Must be a self-motivated and professional team player who has the energy and drive to produce and edit quality copy while adhering to tight deadlines within a very fast-paced, team-oriented publishing environment. Knowledge of Word, Quark Xpress, and Photoshop a plus. Strong video game playing and knowledge preferred. *Location: San Francisco CA*
Contact: FMAO, Fax: 415-546-5225, Email: fmao@gamepro.com

Associate Editor (IDG/GMG) Seeking an experienced Associate Editor with an expert knowledge of console video games and PC games. Primary responsibilities will include writing and editing previews and reviews of console and PC games; writing and editing strategies and features as necessary; creating on-line editorial copy for GameProWorld.com; and creating editorial content for the magazine's ancillary products. This person will also act as a representative of the magazine, covering assigned console and/or PC game beats. This position requires excellent editing and writing skills, 2+ years of journalism experience, and extensive experience playing console and PC games. Must be a self-motivated and professional team player who has the energy and drive to produce and edit quality copy while adhering to tight deadlines within a very fast-paced, team-oriented publishing environment. Knowledge of Word, Quark Xpress, and Photoshop a plus. Strong video game playing and knowledge preferred. *Location: San Francisco CA*
Contact: FMAO, Fax: 415-546-5225, Email: fmao@gamepro.com

Editor (IDG/GMG) GameProWorld.com the Internet division of IDG Games Media Group, publisher of GamePro magazine, the world's largest multiplatform gaming magazine is seeking an experienced level (up to Senior) Editor. This Editor will be responsible for developing timely and quality editorial copy for the PCGamePro and Hardware channel, that will include reviews, previews, strategy guides, cheats. Additionally, the position will require frequent interaction with game company publicists, not limited to traveling to game companies, and representing in public, trades shows, etc. This Editor will offer new ideas for increasing site traffic, keep abreast of the industry, recommend content development and help manage the editorial calendar. The position will require editing/proofreading copy from freelancers and other editors. Qualified candidates will have a minimum 1+ year of experience in the games industry as an editor. Web experience preferred but not required. Already established public relations contacts with game companies and a detailed knowledge of the PC games industry. Must be an aggressive self-starter able to demonstrate managerial effectiveness and make the success of the website a personal concern. Qualified candidates will have a BS or BA degree in mass communication, journalism, English or a related field. Candidates will have excellent grammar, spelling, proofreading and written skills, along with PC literacy in office applications (MS Word and Excel.) Media/web experience preferred. Must be detail oriented, team player, flexible and able to produce quality work and handle multiple tasks in a fast paced, ever-changing environment. Position and salary will be related to experience, a Senior Editor will have in-depth industry and editorial experience. Candidates can e-mail cover letter with salary requirements, resume, and writing samples to contact listed on job posting. *Location: San Francisco CA*
Contact: J. Samuel, Fax: 415-975-2630, Phone: 415-978-3239, Email: jsamuel@gameproworld.com

Executive Assistant (IFW) The Publisher of InfoWorld is looking for an Executive Assistant who will ensure high quality communication and responsiveness from the Publisher's office to InfoWorld customers and employees. The EA will keep the Publisher's schedule, office systems, and client databases managed and organized for maximum effectiveness as well as help the Publisher get prepared for sales calls by organizing company information, advertising history, and competitive activity. A strong customer service focus and excellent interpersonal skills are required. The ideal candidate will also be willing to take initiative, seek to solve problems and meet challenges, be detail-oriented, be highly proficient with appropriate office software, work quickly and efficiently under deadlines, and be willing to assist and help with projects and responsibilities that may not be your own. *Location: San Mateo CA*
Contact: S_Murphy, Fax: 650-312-0668, Phone: 650-312-0566, Email: resumes@infoworld.com

Sales Associate (IFW) The role of this position is to lend sales support to the BDG Account Executive sales force in terms of lead generation and enhancing client relationships; to manage the coordination of the material and data associated with the advertising sold by the account executives; and to support the advertising director in the financial reporting and general support of the department. There are two Sales Associates for the Business Development Group so work load will be divided and associates need to work in tandem with each other. Requires 2-5 years business experience including excellent phone skills and familiarity with the Microsoft Office, Lotus Notes, ACT! and Quark Express. *Location: San Mateo CA*
Contact: M. Calvanico, Fax: 650-312-0668, Phone: 650-312-0575, Email: marc_calvanico@infoworld.com

Reporter (IFW) InfoWorld is looking for a bright entry-level reporter to cover electronic commerce and network management. Must be able to make industry contacts, break stories, write features and travel on a regular basis. Writing skills are more important than reporting experience. *Location: San Mateo CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Account Executive (IFW) Seeking a self-motivated team-player to sell, prospect and maintain print & on-line businesses for InfoWorld. The Account Executive will be responsible for making a revenue goal each month within the assigned territory; bringing in at least 1 new account each month; maintaining a protected account list and an open dialogue on prospective accounts; establishing new sales contacts; generating weekly revenue report spreadsheets, and monthly revenue projection spreadsheets; attending weekly individual/department meetings; and accurately/efficiently managing sales database. The position requires a BA/BS or equiv; 1-3 years' sales experience; working knowledge of syndicated & market research; a basic understanding of print & on-line advertising; and excellent written/verbal communication skills. Computer/Internet Industry knowledge a plus. *Location: San Mateo CA*
Contact: M. Calvanico, Fax: 650-312-0668, Phone: 650-312-0575, Email: marc_calvanico@infoworld.com

Conference Coordinator (IS) The Conference Coordinator will be responsible for providing support to the Conference & Events team in all aspects of conference development. Duties include but are not limited to: collecting and maintaining speaker, sponsor, and attendee databases, coordinate pre and post conference meetings between hotel, vendors, and staff; conduct competitive conferences research; and manage assembly and shipping of all conference collateral. This position requires frequent interaction with internal staff, customers, vendors, and other business relations. The ideal candidate will be extremely organized, detailed-oriented, able to manage multiple projects and tasks simultaneously while producing high-quality, high-quantity work. The Individual will also possess strong computer skills in various applications: word processing, database, spreadsheet, Internet etc. Must be able to work independently or within groups depending on the project and be proactive and persistent in follow-up. Knowledge about all components of conferences is required. This position reports to Senior Conference Manager. A company growing at Internet speed, The Industry Standard offers a high-energy and entrepreneurial environment. *Location: San Francisco CA*
Contact: T. Lin, Fax: 415-733-5401, Phone: 415-733-5485, Email: tommyl@thestandard.com

Conference Manager (IS) Our continued success has created an excellent opportunity for a Conference Manager. The Conference Manager will be responsible for managing all aspects of the promotion, development, and execution of annual industry conferences plus other such events, workshops or meetings produced by The Industry Standard. Duties include, but are not limited to, participating in the development of new events and the content for all events, negotiate and maintain vendor relations, control and manage expenses according to budget, develop promotional materials and manage the production of print and collateral materials, manage the registration of attendees and provide periodic reporting of events status. The ideal candidate must have 3 - 5 years experience in all aspects of conference management with a proven track record of generating registration, recruiting high-profile speakers, creating compelling marketing campaigns, and flawlessly executing logistical details. Must have strong project management, PC (word, excel, PowerPoint) and written and oral communication skills. Knowledge of the Internet industry is a definite plus. A company growing at Internet speed, The Industry Standard offers a high-energy and entrepreneurial environment. *Location: San Francisco CA*
Contact: T. Lin, Fax: 415-733-5401, Phone: 415-733-5485, Email: tommyl@thestandard.com

Director of Marketing & Brand Development (IS) Our rapid expansion has created a unique opportunity in Marketing for a strategic, entrepreneurial leader who is as equally adept in brand building as in product promotion. The Director of Marketing & Brand Development will be responsible for supervising the strategic direction and execution of all externally driven marketing programs for The Standard's print, online, conference and event, research and business development efforts. Duties include but are not limited to: developing new ideas for attracting and retaining customers, working with public relations, creative services, and consumer marketing department heads to ensure consistency of brand image and managing ad agency and other marketing partnerships. The ideal candidate will have a minimum of 7 years in related field. Excellent analytical, strategic, organizational and communications skills; a proven track record of developing marketing communications programs for entrepreneurial companies; In-depth understanding of advertising, media/publishing and research categories; familiarity with the Internet space. College degree; MBA preferred (concentration in marketing desirable). Must be proficiency with Windows-based software. *Location: San Francisco CA*
Contact: K. Zeida, Fax: 415-733-5402, Phone: 415-733-5449, Email: kerryz@thestandard.com

Sales Associate (ITCareers) The Sales Associate will provide multi-functional support to East Coast territories. Working as part of the sales team, the Sales Associate will maintain sales/client files and databases, provide ongoing customer service to clients, conduct analyses on the competition, facilitate ad production, fax campaigns, send out sales and marketing materials and provide general administrative and office support. Strong PC skills (word-processing, spreadsheet and database systems) and top-notch organizational and communication skills are required. Candidates must be professional, flexible, motivated to learn, and able to work well under pressure. *Location: San Mateo CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Marketing Communications Manager (IS) The Industry Standard is currently seeking a Marketing Communications Manager to assist in implementing an aggressive marketing program that promotes the magazine to advertisers as well as its core market of Internet business strategists. Responsibilities include but are not limited to providing sales support materials, including the creation, development and implementation of: sales presentations, collateral materials, direct mail programs, and competitive intelligence. The Marketing Communications Manager will also work with the Business Development and Consumer Marketing team to drive magazine circulation via affiliate programs, public relations, search engine optimization, and other grass-roots marketing; partner with research to implement and report on subscribing studies and other print research (especially as implemented online); support print, outdoor and online advertising for The Industry Standard and work with other constituencies within The Industry Standard to ensure consistency of brand messaging and execution for the magazine. The ideal candidate will have 3 - 5 years' experience in marketing and/or communications. Excellent interpersonal, oral and written communication skills, with a flexible, team-oriented approach to problem-solving. Proficiency in Microsoft Office software applications, particularly PowerPoint, Excel, and Word Print publishing background is strongly preferred. Familiarity with Internet marketing is a plus. *Location: San Francisco CA*
Contact: R.Sweeney, Fax: 415-733-5401, Phone: 415-733-5456, Email: renees@thestandard.com

Regional Sales Manager (ITCareers) IT Careers is looking for a Regional Sales Manager, who thrives in a fast-paced, high-energy environment. Manager will sell integrated recruitment advertising packages (On-line Events, Career Fairs) to existing accounts and develop new accounts; manage a team of sales professionals, and deliver special presentations to customers as required. Other duties as assigned. Min3-5 year's sales experience required. Exceptional sales skill and knowledge of the computer industry preferred. BA/BS preferred. Recruitment background preferred. *Location: San Mateo CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Copy Editor (ITWorld) ITworld.com is looking for a Copy Editor to handle the text for four on-line magazines. Must be able to work quickly and accurately and to meet tight deadlines. Requirements include at least one year's experience in a publishing environment, a working knowledge of the Chicago Manual of Style, and familiarity with computer technology. *Location: San Francisco CA*
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Product Marketing Manager (ITWorld) ITworld.com is looking for a key member to join our Marketing Team. Reporting to and working closely with the Vice President of Marketing, this individual will be responsible for developing and implementing the marketing strategy, positioning, and messaging for the successful introduction and promotion of ITworld.com. Must have a minimum 5 years experience in progressively more responsible marketing roles (particularly product marketing and/or marketing communications) within the Internet, software, or computer industries. BA or BS in Business, Communications, or Marketing and MBA in Marketing preferred.
Location: Southborough MA
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Graphic Production Specialist (ITWorld) ITworld.com is looking for an experienced web graphic production specialist to work temp to full time in our Southborough, MA office. This individual will operate as a part of the web production team, working with the editorial and production staff to create web pages, templates, and graphics to design specifications. Responsibilities include the creation of simple web graphics; modification, compression and optimization of existing graphics; documentation of graphics standards and usage guidelines; and the organization, management and archival of graphic files. The successful candidate will have 1-2 years experience in a web production environment and possess a solid knowledge of HTML, an understanding of web design constraints, internet standards, graphic compression and optimization techniques, and graphics file formats and their applications. Proficiency with following tools or rough equivalents is desired: Photoshop 4.0 or higher, Illustrator, ImageReady, Fireworks, Dreamweaver, Acrobat, and FTP. Familiarity with Vignette StoryServer a plus. *Location: Southborough MA*
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Web Production Manager (ITWorld) ITworld.com West is looking for a creative Web Production Manager to join a growing team of 4+ individuals responsible for the design, development and production of our developer web sites (javaworld, sunworld, linuxworld). Experienced or interested in personalized web publishing streaming audio/video, interactive RDBMS web applications, XML, search technologies, & high volume web sites; CGI development or XML experience a plus. Qualified candidates must have solid web production experience and a thorough understanding of the Web as a publishing medium. Familiarity with Internet protocols and procedures (FTP, Telnet) required. Individual must also have excellent planning, organizing, and time management skills. Experience with FrontPage, StoryServer, Homesite, etc, and experience with multimedia technologies (audio, video, animation); solid understanding of scripting languages (perl, tcl/tk, frontier, vbscript, javascript, etc). Management experience a must as well as the ability to juggle with multiple deadlines. Must enjoy working in a team environment. Position reports to the VP of Technology (East).
Location: San Francisco CA
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

On-line Newsletter Editor (NWW) The on-line newsletter editor is responsible for handling all editing and author relationships for Network World's growing line of electronic newsletters. This includes editing copy, working with writers to improve content and suggest coverage, and working with copyediting and production to ensure smooth production and delivery of all newsletters. This also includes generating ideas for new newsletters and authors to ensure the continued growth of the newsletter line. The on-line newsletter editor will also be involved in developing targeted resource areas on Network World Fusion for new audiences. This includes determining the right mix of news, features and research information, and working with the on-line editor to integrate these resource areas into Fusion. Finally, the on-line newsletter editor will provide assistance and backup to the executive editor, news in handling the daily editing of news stories for Network World Fusion. We're seeking someone with proven editing and writing skills, strong knowledge of network technologies and the ability to juggle multiple tasks while meeting deadlines. Strong people skills are required, as the editor will work with a variety of departments, in-house writers and freelancers. *Location: Southborough MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-490-6474, Email: hotjobs@nww.com

TEAMWORK

(entire or partial team award)

The Y2000 Fact Sheet Process

Diane Gittlen, **Josephine Eaton**, **Julie Kinsman**, **Michelle Berube**, **Cindi Sparrow**, **Hillary DeMello**, **Megan Muratore**, **Debra Brown**, **MaryAnne Sinville**, **Beth Freedman**, **Patrick Gorman**, **Tony Membrino**, **Dawn Daggett**, **Christina Casey**, **Kara Murphy**, **Jon Guloyan**, **Dan French**, **Michelle LaJeunesse**, **Brian Harrold**, **Lorraine Oliveri**, **Lisa Bloom** and **Mary Holland** (all Framingham) and **Stephanie Kreitner** (Mountain View, Calif.)

As a group we created more than 260 Y2000 fact sheets in record time. IDC's fact sheets are the single most important selling tools that the sales force has, and it's critical that they are ready in time for our major renewal cycle. The sales force had most in hand by mid-September and all that were submitted in hand by the Oct. 1 deadline. Each member of the marketing team played a role in getting this done. The group marketing managers worked with the analysts to gather content and get the materials submitted on time in the required templates, which was quite a challenge. We changed to a Word template this year, which was much more efficient for fast posting to the Web but was much more difficult for them to work with.

The Cross-Functional Team

Diana Hwang, **Stephen Drake**, **Ray Boggs**, **Katrina Dahlquist**, **Randy Giusto** and **Rick Villars** (Framingham) **Mary Porter** (IDC New York)

This group got together and forecast the mobile worker population. It was a month-long endeavor that crossed a number of different P&Ls as well as research CISes. The team produced a ground breaking report (#19692), some great metrics and managed to get the document out fairly quickly, given the number of people and opinions involved. This team was formed as a result of an IDC Training Class!

guru for mission-critical (high-availability) services at IDC. He has published bulletins providing his customer base with in-depth coverage of this much-talked-about service area (especially with e-Commerce). Doug is a regular contributor to the industry magazine *IT Support News*. He has a way of keeping end-user interests in mind when addressing the vendors and, without being overly critical, has a wonderful way of keeping vendors on their toes to encourage better service in the industry.

CORPORATE SERVICES

Teamwork

Peter Short, Mail Clerk (Framingham, Mass.)

Peter played a key role in making sure the sales force settled into their new location at Old Connecticut Path. He is always willing to assist the sales staff in supplying them with the tools they need to do their jobs and getting their offices organized. We rely on Peter to make sure our mail arrives/departs on time.

Customer Service

Jody Beaulac, Software Engineer, Publishing Systems and Technologies, (Framingham, Mass.)

We are nominating Jody for this award based on multiple heroic efforts associated with development and support of automated tools used in the IDC publishing process. For example: he created an Automated Notes Document Rtf Editor, which allows people to automatically perform reformatting tasks that were previously done manually. Other examples are his work with IDCPulse, COB Knowledge Base, and PS&T Workflow Tracking. Jody possesses a quiet competence and a can-do attitude that results in exceptional customer service and increased IDC profitability.

Customer Service

Michael Cole, Systems Specialist, Information Systems, (Framingham, Mass.)

Michael's performance on the IDC IT Helpdesk has been invaluable. Helpdesks are very, very stressful – most experience high turnover from stress levels caused by dealing with constant problems, some negativity and occasionally, some very impatient people – it's just the nature of the job. I have listened to Michael as he was on the phone, assisting IDC staff with computer problems. He has not demonstrated impatience in his voice once; that is rare. Mike has worked overtime as required without my asking him to do so to make sure customers are taken care of.

Customer Service

Melita Marks, Global Software Product Manager (Framingham, Mass.)

Melita was extremely instrumental in getting the worldwide sales force up and running with PlaceWare, the new Web conferencing tool. It took weeks to get everyone's systems up to speed and all of the participants and speakers trained in the use of PlaceWare. Melita was the go-to person from start to finish. Her patience and experience were the driving force in getting our August Sales Product Training sessions completed without a hitch. Melita also played a role in educating other IDC groups in PlaceWare as well. As a result of her efforts, Asia Pacific will use PlaceWare for a staff meeting across all of their countries.

SALES

Teamwork

Ruth Sager, Sales Administration Manager, (IDC New Jersey)

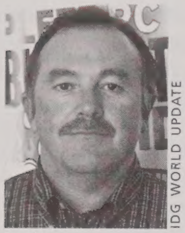
Ruth multi-tasks many projects and coordinates all sales functions. The total U.S. sales staff is upwards of 100 people, and she produces all roll-up reports for the entire U.S. sales staff. Some examples of Ruth's extra efforts are associated with the Annual Sales Meeting, four quarterly (East and West) sales meetings, ProActive Sales Training and Boot Camp. Ruth completes all of her tasks quickly, efficiently and on time. Ruth puts in many extra hours to get everything done on time and always does so in a professional manner while also not losing her great sense of humor. She is a true team player.

Teamwork

Tina Adams, Senior Client Services Representative (IDC Mountain View, Calif.)

Tina regularly contributes to her team's success through hard work and long hours. She has taken on additional responsibilities (without being asked) in the Mountain View office, which have assisted the sales team. She has maintained – and upgraded – the sales collateral files during the FY 2000 transition. Also, she assisted in training new customer service representatives and served as a resource for them. Tina has also taken on some of the responsibilities normally associated with a sales rep in major accounts as IDC replaces that position. She has filled in as needed in addition to her regular day-to-day responsibilities. She truly has done an outstanding job this year and has received compliments from many vendors.

noteworthy people


IDG WORLD UPDATE

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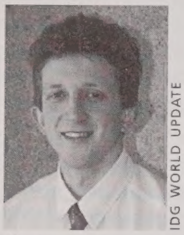
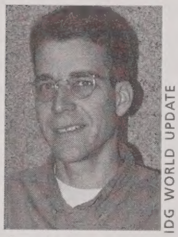

IDG WORLD UPDATE

Sayer


IDG WORLD UPDATE

Lawson

IDG WORLD UPDATE

Bettencourt

IDG WORLD UPDATE

Dvorak

IDG WORLD UPDATE

Strattner

Promotions

PC World Senior Editor **Brad Grimes**, based in Boston, has been promoted to executive editor for features and how-to coverage. "All of us who've worked with Brad during his various positions here at *PC World* know how much talent and energy he brings to any task he undertakes," said former *PCW* Editorial Director **Cathy Baskin**. "While in the features department, Brad has wrestled with some of the editorial department's most ambitious projects. In his new role, Brad will supervise features, columns, and departments. In addition, he will take on top-level responsibility for the magazine's how-to coverage."

PC World Staff Editor **Mick Lockey** has been promoted to associate editor. "Starting out as contract help for Reviews, Mick went full-time as editorial assistant (doing the difficult job of ordering PCs) and then graduated to staff editor, with the even more difficult beat on Top 10 Monitors," said **Tracey Capen**, executive editor, reviews. "Mick's flair for making interesting copy is matched only by his tact with cranky vendors."

Tiffany Wallace, trade show manager for IDG Communications, has been promoted to director of corporate trade shows and events. "Tiffany has been our trade show manager for nearly three years and has done an outstanding job managing IDG's efforts at trade shows," said IDG Communications Vice President of Marketing **Catey DeBalko**. "With this promotion, Tiffany is taking on the management of events as well as trade shows."

New employees

The IDG News Service's new Paris correspondent is **Peter Sayer**, who most recently served as telecomm editor for *Network Week*. Peter has a master's degree in electronic system engineering from Aston University in Birmingham, England, and spent a year in that program studying in Brittany and working in Paris. Outside the office, he enjoys orienteering.

Previously an assistant accessories buyer at Banana Republic, **Justine Crosby** is *The Industry Standard*'s new promotions coordinator. She holds a B.A. in political science from the University of Utah and enjoys running, tennis and painting.

Previously a regional sales and marketing manager for Fidelity Community Newspaper Co., **Brian McAvoy** is now online account manager/East Coast for IDG.net. He earned an M.B.A. from Boston College and likes to golf, bike and spend time with his wife and daughter.

Subsidiary Rights Assistant **Hollie Fischer** comes to IDG Books' Foster City, Calif., division from her post as Trends columnist and classified ad manager at the Green Bay (Wisc.) *News-Chronicle*. She graduated from the University of Wisconsin/Stevens Point with a B.A. in English. An avid traveler, she also enjoys hiking and camping. She claims her Thanksgiving turkey would have "put even Martha Stewart to shame."

Recently a temporary with Office Specialists, **Elizabeth Lilly** joins Mac Publishing as office manager and assistant to the CEO. She holds a B.A. in comparative literature in French and Spanish from Smith College in Northampton, Mass., and an M.A. in psychology from New College in San Francisco. A lindy hopper and skier, she recently received her SCUBA certification.

Transfers

Steve Lawson, who joined *InfoWorld* as a copy editor in 1992 and most recently served as a senior writer, is now the IDG News Service's Hong Kong correspondent. Lawson has a B.A. in print journalism and a minor in international relations from the University of Southern California. Outside the office he enjoys photography and learning Mandarin.

Michelle Bettencourt makes the move from IDG Central Services senior receptionist to administrative assistant supporting the *PC World* circulation department. She earned an associate's degree from Canada College in Redwood City, Calif., and studied child development at San Francisco State University. Away from the office she enjoys walking her dog, gardening and making beaded jewelry.

IDG Books Development Editor **Katharine Dvorak** is now an associate editor in *PC World*'s Reviews department. She earned a B.A. in English with a minor in economics from the University of Puget Sound in Tacoma, Wash. In her spare time she enjoys mountain biking, running and playing the violin.

Previously executive editor at *Solutions Integrator*, **Anthony Strattner** is now a senior research analyst with IDC's Solutions Integration program in Framingham, Mass. He holds a B.F.A. from Adelphi University in Garden City, N.Y.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

In memoriam: Luis Camus

After battling cancer for more than a year with his characteristic optimism and spirit, *PC World* Managing Editor **Luis Camus** passed away at San Francisco's California Pacific Hospital on Dec. 29.

Luis joined IDG in 1991 as senior copy editor at *Macintosh Today* and later at *Macworld* advanced to senior production editor and assistant managing editor. In 1993, he joined *PC World* as managing editor.

The IDG community extends its sympathies to Luis' colleagues at *PC World* and to his family and many friends.

Camus

Donations may be made to:

CPMC Foundation
In memory of Luis Camus
P.O. Box 45234
San Francisco, CA 94145-0234

Proceeds will go to the Nurses Education Fund.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Shirley Horrocks *IDC U.K.*

21

Vincente Tardin *IDG Brazil*
Josef Lohner *IDG Germany*

18

Bernhard Weeser-Krell *IDG Germany*

17

Joan Daly *FCW Government Technology Group*

16

Barbara Lewis *PC World*
Maristela Santos de Oliveira *IDG Brazil*
Grazia Rovati *IDG Italy*

15

Rebecca Segal *IDC*
Max Jaeger *IDG Australia*

14

Brad Thorpe *IDC*
Manfred Weiss *IDG Austria*

13

Jean Bozman *IDC*
Vera Chan *IDG Hong Kong*
Alda Cristina Campos *IDG Brazil*
Gerhard Rainer *IDG Austria*

12

Mary Wardley *IDC*
Michelle LaJeunesse *IDC*
Maria Alice Ramos *IDG Brazil*
Erika Schonberger *IDG Germany*
Ulrike Pape *IDG Germany*
Ursula Nadador *IDG Spain*

11

David Emberley *IDC*
Sonja Lack *IDG Germany*
Yoko Nishii *IDG Japan*
Birte Matsen *IDG Denmark*
Mary Rowny *Laurentian Technomedia*

10

Amanda Patrick *IDG Australia*
Lisbeth Egeskov *IDG Denmark*
Maria Lamber *IDG Sweden*

9

Meryl Salter *IDC U.K.*
Holger Heppner *IDG Germany*
Ralph Peter Rauchfuss *IDG Germany*
Jennifer Schlee *IDG Germany*
Martha von der Soeren *IDG Germany*
Claudia Volk *IDG Germany*
Peter Wiklund *IDG Sweden*
Jorgen Bergfors *IDG Sweden*
Tomas Zim *IDG Sweden*

8

Ailton Barbosa da Silva *IDG Brazil*
Luiz Fernando Pereira das Neves Vieira *IDG Brazil*
Ute Zirus *IDG Germany*
Ludger Schmitz *IDG Germany*

7

Barbara Kitzis *IDC*
Esmeralda Swartz *IDC*
Felix Gonsalves *IDC*
Eric Prothero *IDC*
Ursula Grimm *IDG Germany*
Miya Akatsu *IDC Japan*
Takahiko Umeyama *IDC Japan*
Jose Gavilan *IDG Spain*
Susanne Winding *IDG Denmark*
Erin Wayman *IDG Global Web Advertising Network*

6

Judith Gordon *IDC*
Phil Sim *IDG Australia*
Max Fuller *IDG Australia*
Katia Freire Barros *IDG Brazil*
Bernd Fenske *IDG Germany*
Andrea Kirchmeier *IDG Germany*
Heike Schoner *IDG Germany*
Les Champkin *IDC Australia*
Vibeke Kloth *IDG Denmark*
Janni Ogaard *IDG Denmark*
Peter Wiwe *IDG Denmark*

5

Diane Ryczek Rae *PC World*
Dorothy Allen *IDC*
Stephanie Kreitner *IDC*
Ana Paula Motta Lobo *IDG Brazil*
Terezinha Omura *IDG Brazil*
Wojciech Raducha *IDG Poland*
Iwona Bartczak *IDG Poland*
Andreas Helmiss *IDG Germany*
Monika Tenbieg *IDG Germany*
Harald Fragner *IDG Sweden*
Andreas Malmfalt *IDG Sweden*
Mats Lovgren *IDG Sweden*
Yvonne Nyman *IDG Sweden*
Jeannie Button *Laurentian Technomedia*

4

Declan Fox *PC World*
Kathy McKay *PC World*
Lucy Cooley *FCW Government Technology Group*
Carmen Matheson *IDC*
Sara Lake *IDC*
Mini Lo *IDG Hong Kong*
Mario di Meola *IDG Germany*
Christine Kohn-Meier *IDG Germany*
Sabine Prehl *IDG Germany*
Bruno Volk *IDG Germany*
Claudia Pielen *IDG Germany*
Peter Vermeulen *IDC Benelux*
Jun-ichi Saeki *IDC Japan*
Kiyoshi Suzuki *IDC Japan*
Martin Appel *IDG Denmark*
Charlotte Bedstrup *IDG Denmark*
Anders Danielsson *IDG Sweden*
Cecilia Larsson *IDG Sweden*
Anders Huldt *IDG Sweden*
Paivi Ojmyr *IDG Sweden*
Kristina Erkenborn *IDG Sweden*
Erik Geijer *IDG Sweden*
Nina Sjogren *IDG Sweden*
Emanuela Cella *IDG Italy*
Massimo Cesati *IDG Italy*
Beth Kamoroff *PC World*
Judy Apostol Marchessault *PC World*
Cheryl Roy *Laurentian Technomedia*

3

Doug Forshey *FCW Government Technology Group*
Scott Tillett *FCW Government Technology Group*
Abner Germanow *IDC*
Peter Gloster *IDG Hong Kong*
Renata Zilse Borges *IDG Brazil*
Oliver Neumann *IDG Germany*
Andreas Frenzel *IDG Germany*
Anja Kellner *IDG Germany*
Martin Law *IDC Benelux*
Elisabeth Persson *IDG Denmark*
Vibeke Hastrup *IDG Denmark*
Rikke Noack *IDG Denmark*
Stephen Kranabetter *Laurentian Technomedia*

2

Tim Stedman *IDC U.K.*
Michelle Bettencourt *PC World*
Leah Roderman *PC World*
Heather Shanley *PC World*
Corinne Day *FCW Government Technology Group*
Mary Ann Paniccia *FCW Government Tech. Group*
Deanne Hart *IDC*
Kevin Kane *IDC*
Linda Young *IDC*
Susanne Wong *IDC*
Christopher Murphy *IDC*
Robert Richards *IDC*
Luisa Bustos *IDG Australia*
Tom Allen *IDG Australia*
Mark Maric *IDG Australia*

1

Tim Sheedy *IDC U.K.*
Cecilia Crosby-Lampkin *PC World*
Springer Huseby *PC World*
Gregory Porell *IDC*
Jill Finger *IDC*
Steven Harris *IDC*
William Kelly *IDC*
Radha Vichare *IDC*
David Hauser *IDC*
Judith Young *IDC*
Suzanne Beauregard *IDC*
Jason Gould *IDC*
Mary Russo Hartman *IDC*
Melita Marks *IDC*
Lucinda Derby *IDC*

celebrating 10!

Name
Angeles de la Marca

Joined IDG Spain
1989

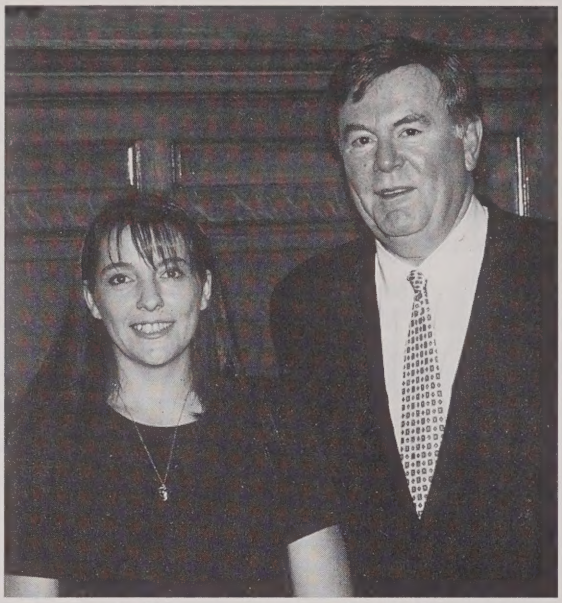
Current title
Junior advertising salesperson, *Comunicaciones World*

Career growth
When I first joined the sales department, I only worked with small advertisers. Three months later the senior person in the department was promoted and I took over managing the relationships with the rest of our customers and advertising agencies. Within a year I was selling ads throughout Spain, which included the Barcelona region for three years until sales there grew so much a dedicated salesperson was hired for that territory.

Current responsibilities
Local ad sales for *Comunicaciones World*, checking the ads in all the printer's samples, recording the advertising orders, maintaining relationships with customers and ad agencies. In addition, the magazines' editor and I evaluate new products that could increase the advertising profits of *Comunicaciones World*; for example, we have done supplements for 3Com, Lucent Technologies, Microsoft and others. I also sometimes help other IDG Spain ad sales, such as those for special *Computerworld* editorial products, *PC World* and *Dealer World* supplements, and other editorial products from *Comunicaciones World* such as technology supplements.

Dream destination
French Guiana

If you could choose another career tomorrow, what would you do?
Be either a dive master in the Fiji Islands or a *National Geographic* photographer.



IDG Chairman ***Pat McGovern*** *escorted* ***Angeles de la Marca*** *to dinner at the Ritz Hotel in Madrid in honor of her 10th anniversary with IDG Spain.*

Family
My partner, Anselmo, and our 17-month-old son, Miguel.

Interests
Reading adventure and science fiction novels. I used to enjoy SCUBA diving, but now almost all my leisure time is dedicated to Miguel, so I don't have much time for diving, which I miss very much.

Manager's profile
"Angeles is a very efficient salesperson who has great ideas for catching new clients and improving the brand and the revenues of the magazine. Her role is extremely important for *Comunicaciones World*, and she has proven to be a very good professional."

– Pilar Tejero, sales manager

Coming up

Asia/Pacific IT Forum
Jan. 24-25
Singapore International Convention and Exhibition Center
Contact: Mike Cleary
mcleary@idc.com
www.idc.com.sg/APITF

ComNet/Washington, D.C.
Jan. 25-27
Contact: IDG Expo Management
Tel: 781-551-9800
www.comnetexpo.com

IDC Latin America Breakfast Briefing Session
Latin America's ISPs and Their Emerging Services: Winners and Losers in the Consumer Corporate Sectors
Jan. 25
Coral Gables, Fla.
Tel: 305-267-2616
www.idc.com/idcla

IDG WorldUpdate

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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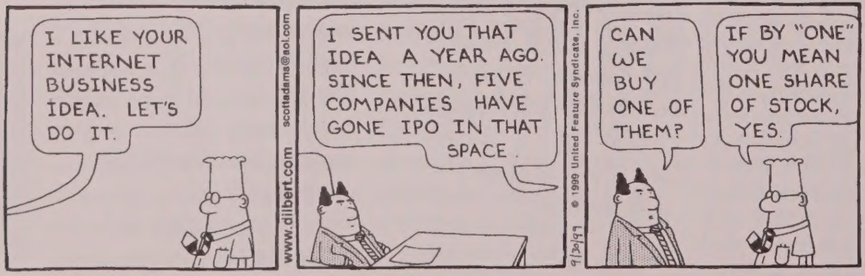
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IDG World Update

17 JANUARY 2000
VOLUME 30, NUMBER 3

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

IDG celebrates 25 years of publishing success in Germany

Members only

As part of its 25th anniversary celebration, Computerwoche Verlag created special customer programs. One of them, "Members Only," is a VIP club for *Computerwoche* subscribers.

There are three categories: platinum for readers who have subscribed five or more years, gold for two- to five-year subscribers and silver for six-month to two-year subscribers. Members receive discounted prices on cultural and sports events and IT seminars and conferences. The higher the subscription level, the better the benefits.

On Nov. 11, 1974, *Computerwoche* burst upon the German IT publishing scene. IDG Chairman **Pat McGovern** recalls that the staff of the publication's sole rival, the bi-weekly *Computer Zeitung*, predicted *Computerwoche* would go out of business within a few months because there was no need for a weekly paper in the market. "How wrong they were!" McGovern said.

Indeed. Launched with a staff of five, *Computerwoche* quickly became the No. 1 computer newspaper in Germany. Today, with 211 employees, more than 3,000 advertising pages sold in 1999 and a gross advertising revenue of more than 74 million DM (US$38 million), it continues to be the most important advertising vehicle among German specialist magazines.

During the past 25 years, *Computerwoche*'s success and the growth of the IT industry spawned more than 10 publications and five business units under the IDG mantle (see timeline page 4).

continued on page 4

*During his visit to Munich in November, IDG Chairman **Pat McGovern** (left) presented Computerwoche Verlag CEO **Ralph Peter Rauchfuss** with a commemorative plaque honoring the staff for outstanding editorial services. The company's performance has placed Computerwoche Verlag GmbH well ahead of its competitors and made it the most successful IDG publishing unit in the world in terms of net profit before taxes.*

CIO's Beach serves as Y2K resource for news outlets nationwide

*CIO Publisher **Gary Beach** reports live from a temporary studio at the company's Framingham, Mass., office. Beach provided almost three hours of news and analysis during the period surrounding the Y2K rollover.*

RON BETTENCOURT

The world's computers may have crossed the threshold of a new millennium without so much as a power surge, but *CIO* Publisher **Gary J. Beach**, supported by the publication's News & Information team, was at the ready, nonetheless, providing almost three hours of live reporting over the course of two days from a temporary studio at the company's Framingham, Mass., offices.

With a readership actively involved in leading the Y2K charge as well as a recognized Y2K expert in Beach, "we felt we could provide a real service to our audience and news outlets throughout the country that needed access to someone who could help put events into perspective," noted **Susan Watson**, vice president, News & Information. And while Beach's prediction that Y2K would not be a "big bang" but rather a series of problems and glitches that would play out over the coming weeks and months is proving true, the mainstream media

continued on page 5

newsworthy in brief

One year after first test, *Langages & Systemes* attracts loyal readers

First developed as a test issue one year ago, IDG France's *Langages & Systemes* has evolved into a monthly publication for developers from the corporate level to small enterprises.

The newsstand-only publication began as three special test issues in *Info PC*, IDG's France's *PC World*.

"We started with the first special [*Info PC*] issue in January without any significant advertising, and the magazine succeeded on newsstand sales alone,"said IDG France Group Business Development Manager **Nenad Cetkovic**, "and far above any expectations." *L&S* rolled out as a monthly with an initial print run of 60,000 copies.

INTERNET: LES MEILLEURS SITES POUR RECRUTER...
LANGAGES & Systèmes
WINDOWS 2000
DOSSIER SPÉCIAL
DÉCOUVERTE
Visual Basic 6.0
Tout savoir sur le plus populaire des langages
Tout ce qu'il va changer pour les développeurs...
TECHNOLOGIE
CORBA
Le modèle objet universel pour développer
MANDRAKE
RED HAT
QUEL AVENIR POUR LINUX?
Entretiens avec les patrons des deux plus célèbres distributions du marché...
IDG

The magazine is put together by an external staff of freelancers, monitored by Cetkovic. "This was necessary because it's a small magazine in which we need the 'best-of-breed' journalists for articles covering a wide range of technological and sociological aspects," he claimed. "It was impossible to have an inside team big enough to have real specialists in each domain."

A large part of *Langages & Systemes'* focus is on major technological trends, many of which come from the Linux arena, and information for professional developers. Cetkovic said their aim was not to be a technical magazine but rather an advisory one. He said, "We want to help [developers] understand the big changes at work in the development market and give them a lot of practical information," from dedicated tech support to the best Web sites for employment ads, to how to launch a company.

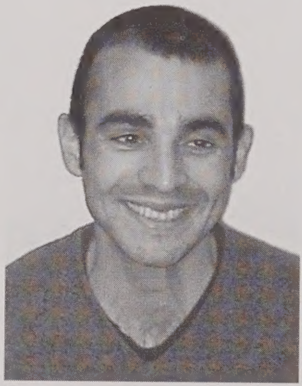
He noted that none of the local development publications have yet succeeded in the French market and that *Langages & Systems'* first goal will be to increase its advertising revenues.

For more information contact Nenad Cetkovic at cetkovic@infopc.fr. WU

IDG Phone Survey reveals customer service at its best

FCW
ment Technology Group
JOHNNY GOODYEAR

Follin


JEFFY MILSTEAD

Zamora

JILL STEVENS

Alvero

HILLARY DEMELLO

Pickett

Although people who telephone corporate offices are increasingly greeted by automated company directories, it's still essential that the person who is the first live point of contact for telephone callers be professional, friendly and patient.

To underscore the importance of first impressions and to recognize IDG employees with exemplary phone manners, the IDG Corporate Support Center periodically sponsors a telephone survey of U.S. business units.

Late last year, 42 U.S. offices (encompassing all publications, sales offices, IDG Global Solutions, IDC, World Expo, ExecuTrain, IDG Books and support service units) were called twice by survey organizers. In the initial call the receptionists were asked to identify where the caller could get company information and how they could find out about IDG job opportunities. During the second call the receptionists were asked who the caller could speak to about getting pricing information about advertising, exhibiting, reports, lists, etc.

Respondents were ranked according to their ability to answer the questions and their telephone manner. Four employees tied with top marks: Administrative Assistant/Receptionist **Linda Follin** of FCW Government Technology Group in Falls Church, Va. (recognized for telephone excellence for the fourth time since joining IDG in 1992), Receptionist/Mailroom Coordinator **Franck Zamora**, Mac Publishing; Receptionist **Rosemary Pickett**, IDC Framingham; and Receptionist **Connie Alvero**, Irvine (Calif.) Sales/IDC Irvine. WU

executive Q and A

Rob Garretson
The vice president and editor-in-chief of the IDG News Service is this week's columnist.

IDG News Service at-a-glance

Headquarters Boston

Bureaus New York, Washington, D.C., San Francisco, Miami area (for all of Latin America), London, Paris, Brussels, Munich, Stockholm, Hong Kong, Singapore, Taipei and Tokyo.

Number of employees 23

Web site www.idgns.com

Mission To be the world's leading real-time source of global IT news, commentary and editorial resources that provide a competitive advantage to IDG publications worldwide.

Recent accomplishments Surviving 10% "contingency" budget cuts in FY99 with minimal loss in productivity or quality of coverage; launch of WorldBeat, the first original News Service column; establishing our first Scandinavian bureau in Stockholm; and major expansion of our Spanish-language news feed now updated daily.

Q There was a whirlwind of activity around IDG's Web initiatives over the summer, and judging from the job postings in *World Update,* a whole new Web news operation was created. How does the News Service fit in with the new Web projects such as ITworld.com and existing IDG sites like IDG.net?

A The IDG News Service always has been and continues to be a *supplier* of news and other content to IDG publications worldwide, including its 250-plus Web sites. Though we carry a full range of content — including graphics, photos and other artwork — our forte is breaking news, along with a broader regional or global perspective on the news that IDG's individual publication aren't as well equipped to develop on their own. Individual online publications, such as InfoWorld.com, Computerworld.com, PC World Online, etc., carry content from the News Service (as do their print counterparts). Those stories, in turn, flow through to IDG.net, which also may pick up a News Service story before it appears on one of the individual branded sites.

ITworld will likely use News Service content in the same way, both picking up what's been posted on any of the seven participating branded sites (Computerworld, InfoWorld, Network World, CIO, SunWorld, JavaWorld and LinuxWorld) and may supplement its news pages with other News Service stories.

For all of IDG's publications, both print and online, we're best viewed as an extension of their staffs, serving on the front lines in the battle for breaking IT news and as their eyes and ears around the world.

Q What is an IDG Editors Day? Are only top editors invited or can rank-and-file reporters attend them? Can IDG editors outside the U.S. participate?

A For several years now the News Service has been organizing exclusive, high-level editorial briefings with the key IT vendors for IDG's top editors *and* key members of their staffs. The purpose of these briefings is to use the collective editorial clout of IDG's publications to command a higher level, more substantial briefing than the individual publications might be able to arrange on their own. These are typically day-long events and ideally include strategic updates from the vendor's top executives as well as new product and technology details from its best and brightest technical people. The events are intended to showcase the collective editorial muscle of IDG as well as give the editors some additional in-depth exposure to the IT industry's most important companies. As such, we try to put together programs that will attract the top editors of IDG's flagship publications. That said, we also realize that our editorial teams are busy putting out world-class products and don't necessarily have time to spend on purely educational activities. So we try to ensure that the briefings include substantial new information and fresh news that our publications can use in their next issue. (Thus, we include lots of opportunities for interactive discussion that typically elicits news and insist that most if not all of the briefing is "on the record.")

On rare occasions we run into capacity problems at the host facility, but otherwise we welcome the publications to send as many members of their staff, including beat reporters, as they want to an IDG Editors Day.

Though any IDG editor is welcome to attend an Editors Day, capacity permitting, we typically don't invite overseas editors because of the cost of travel and the different approach to vendor-hosted events that is common in Europe, Asia, Latin America and elsewhere. When there's been significant interest, however, we have organized IDG Editors Days in Europe and would be open to the idea of planning them in other parts of the world as well.

For more infomation on Editors Days, contact Editorial Assistant **Ruth Greenburg** at ruth_greenburg@idg.com.

Q What are your goals for the News Service in 2000?

A I would like to see continued expansion of our bureau network in the Asia-Pacific region; closer coordination with ITworld and other IDG Web initiatives; continued growth of non-news resources such as artwork (the News Service Image Bank); more content in other languages (perhaps German and French in addition to the Spanish we now have available); and greater participation from IDG publications worldwide in a true news cooperative.

Garretson may be reached at rob_garretson@idg.com.

How it all began

IDG World Update asked IDG Chairman **Pat McGovern** to reminisce about the launch of *Computerwoche*:

"In 1973, IDG decided to undertake a series of computer expositions in Europe that were analogous to the Computer Caravan, a series of computer shows held in nine different cities over nine weeks in the U.S. One of these was the Deutsche Computer Caravan which, in November 1973, was held in successive weeks in Düsseldorf, Hamburg, Berlin, Frankfurt and Munich. From meeting the thousands of attendees, we learned that there was an absence of timely information about developments in computer technology, applications and markets in Germany. We then conducted extensive readership research and, using the team of people who helped run the Deutsche Computer Caravan, we worked long hours and many months to prepare for the launch of a weekly *Computerwoche* in Germany.

It is often the case that a well-established publication will launch an exposition to serve its readers. In this case, we launched the exposition first, identified the potential readers from the registrations at the event, and launched the publication subsequently!"

Long timers

One in five *Computerwoche* employees has been with *Computerwoche* for more than 10 years. Those with 20 or more years are **Shirley Kohn**, chief of the Banking and Lending Dept., 26; **Nora Hörmann**, editor-in-chief, *CW Extra* and *CW Focus*, 25; Head of Layout **Rainer Oberländer**, 23; *freiberufler info* Advertising Manager **Inge Schmid**, 23; Senior Editor **Helga Biesel** , 21; Advertising Manager **Ursula Sauter**, 21; Production Manager **Heinz Zimmermann**, 21; Desktop Publishing Manager **Zvonimir Lepusa**, 21; IDG Verlag AG Businesss Manager **Josef Lohner**, 20; Sales Manager **Renate Giesen**, 20; and Chief Layout Artist **Walter Schönberger**, 20.

Germany

continued from page 1

Throughout 1999 Computerwoche Verlag celebrated its vital role in the German IT market with press conferences noting the company's success and special issues, including a 328-page anniversary issue devoted to the history and the future of information technology. The grand finale took place in early November when Computerwoche sponsorsed the "IT Meets Business" conference (see article below), followed by a party on Nov. 11 for 1,200 customers, service providers and business associates.

Among the celebrants making the trek from Boston were IDG Chairman **Pat McGovern**, IDG President and CEO **Kelly Conlin**, Vice President/Corporate Services **Marion Kibbee**, IDG VP/Corporate Controller/Treasurer **Ted Bloom** and former Executive Vice President/Finance **Bill Murphy** (who together set up the accounting, banking and legal relationships for the new venture in 1974) and former President **Walter Boyd** (who worked with McGovern and the local staff on the launch).

Computerwoche CEO **Ralph Peter Rauchfuss** and **York von Heimburg**, managing director of IDG Magazine, IDG Entertainment and IDG Interactive, together welcomed the attendees at the gala celebration. Guests viewed a video on IDG's publishing achievements in Germany and then McGovern took the podium to reflect on IDG's dynamic growth.

Computerwoche hosts "IT Meets Business" conference

Earlier this year, *Computerwoche* Editor-in-Chief **Christoph Witte** saw an urgent need for top IT managers and corporate executives to discuss how to communicate more successfully. Thus was born the "IT Meets Business" conference, which *Computerwoche* organized Nov. 9-10 in Munich supported by five major IT company sponsors.

"It is not at all common in Germany for a top IT manager to have a seat on a company's board," and there is a lot of misunderstanding on both sides, said Computerwoche Marketing/Communication Manager **Loreto Power.** "Both parties were aware of the urgency for dialogue but failed to find the common ground to do so. We at *Computerwoche* were only too glad to act as mediator, and the conference proved to both sides that where there's a will there's a way. We're not saying we solved the problem, but we laid a foundation upon which we hope to continue to build on each year."

More than 400 IT managers, CEOs and IT manufacturers heard remarks from four keynote speakers, including IDG Vice President Technology **Bob Metcalfe**, who discussed the future of the Internet and **Frank Gens**, IDC Senior Vice President/Internet Research, who reported on e-commerce.

"Best Practices" sessions addressed how IT can be used profitably in the company. Topics such as electronic commerce, data warehousing, sales force automation, intranets, and groupware and standard software were discussed from users' points of view.

The sessions provided instructions and how-to lists for the evaluation and optimization of internal business processes. These results were collated in a written guide that was produced during the event and distributed and discussed at the end of the conference to help forge the link between technological and business perspectives.

*Computerwoche Editor-in-Chief **Christoph Witte** (left) and Computerwoche Senior Editor **Jan-Bernd Meyer** present the first "User of the Year" award to representatives of Herlitz PBS AG. Computerwoche created the annual prize to recognize an outstanding IT team that has planned and implemented information technology to give optimum support to the business processes of the company. The application for the competition was drawn up and evaluated by The Gartner Group. Computerwoche and Gartner staff jointly selected the winner following visits to the nine finalist companies.*

Attendees also discussed the changes innovative technologies bring and what opportunities ensue for the companies. Among the central themes were knowledge management, electronic business and the latest Internet technologies. Participants in the lively discussions, especially corporate managers, agreed that for established industries e-business represents a challenge to defend their market positions. The managers noted that e-business forces the additional and systematic opening up of new business ideas and structures.

For more information Loreto Power at lpower@computerwoche.de.

Monday, January 17, 2000

Copy Editor (CW) Computerworld has an immediate opening for a skilled Copy Editor. Responsibilities will include editing and proofreading copy for grammar, consistency and style; writing headlines; producing pages on Quark XPress and preparing them for publication; and posting articles to Computerworld's Web site. A sharp eye for detail and ability to work under daily deadlines required. Bachelor's degree and at least two years of copy editing experience are preferred. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Interactive Sales Manager (GWAN) GWAN is seeking a sharp, dynamic Interactive Sales Manager to oversee the sales support functions of its Global Web Ad Network. This individual will lead the team of account executives who support the GWAN ad sales team; work with IDG's local online publishers to develop ad rates and bundle programs and policies; manage and maintain GWAN's relationship with local and international IDG site representatives; manage client service aspects of the IDG/CNN Volume Advertising Bundle program; and manage the creation and distribution of sales support materials. This manager will work closely with the Director of Ad Production to address campaign-specific ad trafficking, serving, and reporting issues and will report to the GWAN VP Interactive Sales. Qualified candidates will have a 4-year degree; excellent consensus-building skills; analytical, writing and management skills; strong attention to detail; online media expertise; and the standard of excellence required to lead a key Web effort for a multi-billion dollar company. *Location: San Francisco CA*
Contact: M. Crafts, Fax: 415-267-4558, Phone: 415-267-4528, Email: mark_crafts@idg.com

Research Analyst (IDC) IT Markets & Strategies is looking for a dynamic team player to join our research group. This person will be responsible for producing analysis of Global market data from start to finish, including data collection, and data manipulation using both primary and secondary research activities, and finally writing the research. The position also includes extensive front-line contact with clients and potential to include business development activities. International experience essential as the job requires interaction with internal IDC employees and clients in the United States, and abroad. Applicants should be energetic, outgoing, willing to learn, and have excellent written and oral communication skills. Specific experience should include strong research skills, with a genuine enthusiasm for the IT market. Experience working with market models and primary research a strong plus. College degree and 1-2 years experience required. Master's degree a plus. *Location: Framingham MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Senior Research Analyst, Online Travel (IDC) The Senior Analyst/Research Manager on the Consumer eCommerce Advisor program serves as IDC's expert for the online travel industry. Coverage will include airfare, automobile rental, hotel reservations as well as cruise and vacation sales. The analyst will be responsible for providing compelling research and advice on this market, including timely news/event analysis, in-depth advisory bulletins, and custom consulting projects. The analyst will also contribute to research across the Consumer eCommerce Advisor Group and work with international analysts to develop global expertise. Candidates must have strong writing, speaking, and analysis skills. The ideal candidate will have a research/consulting background as well as professional experience in one of the above online areas. *Location: Mountain View CA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Sr. Research Analyst (IDC) IDC's Latin America Research Group is seeking a Research Analyst who will manage IDC's Latin America server market research. Responsibilities include ensuring on-time client delivery and servicing key client accounts. Research coordination and analysis involved in working with country-level and worldwide server analysts. At least 1-2 years experience in IT industry is preferred, server experience ideal. Individual must be highly skilled with spreadsheets and demonstrate strong quantitative, data management, and qualitative analytical skills. Working knowledge of Spanish and/or Portuguese also required. *Location: Miami FL*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Customer Support Representative (IDC) International Data Corporation's Interactive Products & Services Group is currently looking for a Customer Support Representative to be responsible for supporting customers' technical needs with IDC's cutting edge interactive products. In addition to providing strong technical support, the incumbent would also be involved with call and bug tracking, problem verification and testing. Representative will also help identify and propose improvements in product areas and test and critique new enhancements developed by engineering. The ideal candidate will have experience in a customer or end-user support role, preferably for a software or Web-based product, familiarity with/ interest in the Internet, and exposure to Win95, Office 95/97 desirable. College graduates preferred. Work hours: 11am-7pm. *Location: Framingham MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Senior Account Executive, IT Advisor (IDC) IDC is seeking a Sales Professional to develop and grow our IT-end-user base business which provides tailored services and tools to CIO's of leading corporations. Candidates must have 3 - 5 years experience selling IT related services to users as well as the ability and desire to apply the entire spectrum of selling skills, from cold calling to high-level contract negotiations to ongoing customer service. The ideal candidate possesses the following qualities: dedication, discipline, creativity, energy and potential to grow with the enterprise. Position also requires a proficiency in forecasting fundamentals, 5 years direct selling experience and a BA/BS. Position may be located in Framingham, MA or Mountain View, CA. *Location: Mountain View CA/Framingham MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Applications Assistant (IDG GC) Applications Development Assistant will work with staff and customers to maintain and post information on all supported websites. Responsibilities include monitoring website(s) and log files for problems and inaccuracies and posting website log reports to the web for our customers, creating and designing website graphics and providing support as needed. Qualifications: 3 years experience using Win 95/98/NT and System 8, at least 2 years experience of HTML, PDF, FTP, Dream Weaver, Photoshop, Netscape Navigator, Internet Explorer, Lotus Notes, Microsoft Office 2000: including PowerPoint, Word, Excel, Access. Strong web skills including navigating through websites, downloading graphics/files, and recording URLs and familiarity with framesets used on websites. Also, strong typing and data entry skills, and an understanding of database structure and management, some experience with multimedia and web authoring tools. Having some sales/marking knowledge is a plus. Applicant is required to have excellent customer services skills, proven verbal and written communication skills, ability to pay attention to detail follow instructions, and most of all the ability to be a self-starter. *Location: San Mateo CA*
Contact: D. Garza, Fax: 650-524-5730, Phone: 650-524-5701, Email: diana_garza@idg.com

Associate Acquisition Editor (IDG/B) The Associate Acquisitions Editor will acquire 10-15 books and ancillary materials for the Networking/Certification team per year, and manage existing book projects in accordance with IDG Books publishing plan and within project budgets. Position reports to the Acquisitions Manager. Candidates must be technology and market savvy in computer areas (networking and certification knowledge highly desirable) with at least one to two years' publishing experience. Additional skills include contract/author negotiation, market research, and ability to deliver projects on deadline. Must possess excellent communication and presentation skills, be creative, team-and detail-oriented, eager, and able to deliver results. Occasional travel required. Previous experience in editorial (magazines or books) and/or production (copyediting, quality control, project management) a plus. *Location: Foster City CA*
Contact: D. Harris, Fax: 650-653-7513, Phone: 650-653-7194, Email: cajobs@idgbooks.com

Editorial Assistant (IDG/B) The Editorial Assistant will provide support to the editorial team by assisting with and/or completing assignments as well as performing administrative department tasks (such as ordering supplies, coordinating activities for the department, and researching topics) and other duties as assigned. This position offers an excellent opportunity to learn the publishing process from within, especially if you are interested in computer books for the general consumer.
Location: Foster City CA
Contact: D. Harris, Fax: 650-653-7513, Phone: 650-653-7194, Email: cajobs@idgbooks.com

Single Copy Sales Manager/Director (IDG/GMG) GamePro Magazine, an IDG publication and a division of IDG, the world's leading IT media, research and exposition company is looking for a Single Copy Sales Manager/Director. Individual will manage all aspects of newsstand, retail, and specialty store business. Responsibilities include planning, promotion development, financial analysis, budgeting, and management of distributors and consultants. Qualified candidates will have 2 to 5+ years' experience in single copy sales. Electronic gaming or consumer publishing experience a plus. Candidates should be creative, efficient, and organized with excellent written/verbal communication skills. PC proficiency in Excel and Word, strong financial and analytical skills, and the ability to handle/prioritize multiple tasks in a fast-paced environment are a must. BA/BS or equivalent experience preferred. Include cover letter, resume and salary requirements. *Location: San Francisco CA*
Contact: T. Nemiro, Fax: 415-267-1742, Phone: 415-978-3203, Email: tracy_nemiro@idg.com

Conference Coordinator (IDG/WEC) IDG World Expo is seeking a Conference Coordinator to work with all logistics and operations as they pertain to the Conference Department. Responsibilities include coordinating all conference room sets, catering, signage, and day-to-day contact with speakers and outside consultants. Must have one year related experience, excellent attention to detail, superior written and verbal communication skills, and organizational and computer skills. Some administrative support required. Tradeshow-planning experience a plus. *Location: Framingham MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Receptionist (IDG/WEC) Seeking a professional full-time receptionist. Responsibilities will include answering phones, greeting visitors, coordinating the conference room sign up schedule, and administrative back up for all departments. The candidate must have a pleasant personality and a positive, professional attitude. Minimum of one year of receptionist experience in an office setting along with excellent verbal and written communication skills. *Location: Framingham MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Conference Manager (IDG/WEC) Conference Manager is responsible for planning, developing, and implementing a complete conference program. 2-3 years' experience in conference planning is required; tradeshow experience is a plus. Must have excellent attention to detail, superior written, verbal, organizational and computer skills, and be able to effectively work with all levels of staff, advisors and outside consultants. Overall knowledge of IT industry preferred. *Location: Framingham MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Event Operations Coordinator (IDG/WEC) The Event Operations Coordinator is responsible for assisting the Event Operations Managers on all operational and logistical projects for all events. This includes placing orders for telecommunications, catering, security, signage and room sets. Will also require working with the internal sales staff to assist in the sponsorship sales logistical processes. *Location: Framingham MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Exhibitor Services Coordinator (IDG/WEC) The Exhibitor Services Coordinator is responsible for assisting the Event Services Manager in all aspects of exhibitor services. Exhibitor Services Coordinator will field incoming exhibitor questions, coordinate the compilation of exhibitor manuals, and manage event floor plans and exhibitor databases. *Location: Framingham MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Event Operations Keynote Manager (IDG/WEC) The Event Operations Keynote Manager holds the responsibility for coordinating and managing all aspects of keynote operations and logistics for eleven events per year. Responsible for keynote staging, audiovisual design and requirements, electrical, Internet connections, security, traffic flow, lobby layouts, signage and banners. Individual required to interact with high profile IT companies. *Location: Framingham MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Registration Coordinator (IDG/WEC) The Registration Coordinator holds responsibility for assisting the Registration Manager in the daily management of registration processes for all events. Including: producing and auditing daily reports supplied by registration vendor, ordering materials from suppliers, coordinating temporary staffing schedules, planning on site registration processes, and creating signage and attendee mailing pieces. *Location: Framingham MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Office Services Coordinator (IDG/WEC) IDG World Expo seeks a highly energetic, service oriented individual for the Office Services Department. Responsibilities include sorting and delivering USPS, UPS, FedEx, and interoffice mail. Effectively using all of shipping equipment, such as the postal meter, UPS meter and FedEx Powership systems; assisting with the maintenance of equipment leases, moving furniture, ordering offices services and supplies, and ability to lift 50 lbs. and maneuver 150 lbs. required. Valid MA driver's license and excellent driving record. High School diploma and prior experience in a business environment required. *Location: Framingham MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Billing and Collections Coordinator (IDG/WEC) IDG World Expo is looking for a Billing and Collection Coordinator who will be responsible for maximizing the cash flow for 5 tradeshows through timely invoicing and collections. Responsibilities include preparing invoices, monthly statements and extensive collection activity through telephone contact and written correspondence. The ideal candidate will be a customer focused individual with strong organizational, communication and follow-through skills. Associates in accounting or equivalent experience. *Location: Framingham MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Marketing Coordinator (IDG/WEC) As an intricate part of the Marketing Team, this individual will assist in the production of direct mail materials and show guides. The successful candidate will manage outside vendors, coordinate Web site content, coordinate sales materials, write promotional copy and work well in a team environment. This position demands a detail-oriented, assertive communications professional with 2-3 years of experience in product or direct marketing and in marketing communications. Trade show experience helpful. *Location: Framingham MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Marketing Manager (ComNet) (IDG/WEC) Responsible for developing marketing strategy and plans for fast-growing IT conference and tradeshow events in the fields of communications, networking and public networks. Individual will also manage and coordinate all aspects of attendee and exhibitor promotion, public relations and trade group relationships. Requires 3 - 5 years experience in marketing communications or technology event marketing. *Location: Framingham MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Marketing Manager (IDG/WEC) Responsible for developing marketing strategy and plans for fast-growing IT conference and tradeshow events in the field of Macintosh operating system and related products and services. Individual will also manage and coordinate all aspects of attendee and exhibitor promotion, public relations and trade group relationships. Requires 3- 5 years experience in marketing communications or technology event marketing. *Location: Framingham MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Sales Manager (IDG/WEC) Responsibilities include domestic and international booth/sponsorship sales and cultivating new account opportunities within fast-growing IT markets. Candidates must be innovative salespeople who think beyond 10x10's and 20x20's. Candidates must become an expert within their given field and knowledgeable enough to find and cultivate common threads between their event and a prospects tradeshow needs. Candidates should possess a minimum of 5 years experience in technology sales. Trade show and/or conference sales experience preferable. Strong IT vendor knowledge and a proven track record of sales success required. The position is 95% over-the-phone inside sales; 5% face-to-face sales at competitive events as well as at client meetings. *Location: Framingham MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Sales Administration Manager (IFW) The Sales Administration Manager is a representative for the Ad Director. The SAM coordinates projects, forecasts and maintains budget, and reviews/ analyzes/ submits timely data reports. Responsible for management motivation and guidance of Sales Associates. Consistently interacts with all InfoWorld departments regarding requests and deadlines. Must have strong interpersonal, organizational, and project management skills. College degree or equivalent business experience preferred. Management in customer service field and Microsoft applications experience required.
Location: San Mateo CA
Contact: J. Alonzo, Fax: 650-312-0668, Phone: 650-312-0454, Email: resumes@infoworld.com

Deputy Features Editor (IFW) InfoWorld is seeking a highly motivated, detail-oriented individual to act as Deputy Features Editor, managing large theme-related editorial packages. The Deputy Features Editor will be responsible for coordinating content among various editorial sections and exercise collaboration and relationship skills with other editorial departments. In addition, this person will manage the regular E-business Trend Watch feature and assist in editing and filing other features on an as needed basis. Strong journalism background and up to five years publications experience are a must. Passion for covering enterprise topics and experience coordinating large editorial packages is highly desirable.*Location: San Mateo CA*
Contact: S. Santinelli, Fax: 650-312-0668, Phone: 650-312-0498, Email: resumes@infoworld.com

Senior Analyst (IFW) The InfoWorld Test Center seeks a Senior Analyst to write hard-hitting reviews of products and technologies in the corporate Intranet and Internet-commerce arena. The Analyst will aggressively follow a beat area, test and analyze products, and publish one review or technical feature each week. The position requires a thorough understanding of technical issues and applications in the e-mail, GroupWare, and Internet-commerce markets, strong technical, writing, and analytical skills are essential, along with the ability to meet weekly deadlines. The ideal candidate will have at least seven years of hands-on experience in Internet-based products and technologies as they relate to enterprise computing, plus strong troubleshooting and product evaluation skills. Prior experience in the publishing industry or strong desire to pursue publishing career is preferred. *Location: San Mateo CA*
Contact: J. Uiterwijck, Fax: 650--312-0668, Phone: 650-312-0615, Email: resumes@infoworld.com

Customer Service Manager, Conference & Events (IS) Manager will be responsible for all communications and transactions between the conference group and its attendee customer base. Duties include: all internal registration-related issues and external vendor relationships, managing records of all incoming calls, faxes and emails of requests and inquiries for events (including responding to potential attendees to discuss conference profiles, dates and process for registration/requests), gathering and organizing information into a format to be utilized for marketing efforts and registration purposes, working with conference managers to understand theme and mission of each conference and convey through customer service efforts to attendees, and communicating to conference department developments on registration. The ideal candidate will have several years of experience in the hospitality, conference or specialty events industries, preferably in a similar position. Candidate should be detail-oriented; articulate and comfortable speaking with high-profile executives; knowledgeable about all components of the conferences and be proactive and persistent in follow up. Strong computer skills required. The ability to forecast expenses and revenues and control costs is strongly preferred. The Industry Standard offers a high-energy and entrepreneurial environment.
Location: San Francisco CA
Contact: T. Lin, Fax: 415-733-5401, Phone: 415-733-5485, Email: tommyl@thestandard.com

Associate Technical Director (IFW) The InfoWorld Test Center seeks an Associate Technical Director who will manage four key aspects of the effort needed to produce on-line and print content. The Associate Technical Director will assist Test Center teams in the development of test plans, develop and maintain benchmarking and workload strategies manage the Test Center infrastructure and its associated staff, as well as developing key strategic partnerships with internal and external business partners. Must have comprehensive technical knowledge of IT strategies, including Web, networking, database, application development, distributed multi-platform settings (inclusive of legacy systems). In addition, candidate should possess strong analytical, managerial, leadership, and communication skills. This position requires a minimum of seven years IT experience which can be a mix of strategic and tactical positions.
Location: San Mateo CA
Contact: S. Santinelli, Fax: 650-312-0668, Phone: 650-312-0498, Email: resumes@infoworld.com

Web Coordinator, Conference & Events (IS) The Web Coordinator will be responsible for developing and implementing partnerships and marketing plans for promoting new conferences via the web. Duties include: research, development, and management of vendor relationships and partnerships that enhance offerings and functionality of the Conference Web site, perform competitive analysis on the industry's online efforts and creating, implementing, and maintaining an overall online registration strategy to work in conjunction with the company's consumer market and sales goals. The ideal candidate will have 2-3 years Conference and Events Management experience and a Bachelors degree in marketing, communications, or public relations. This position requires an extremely organized person, able to manage multiple projects and tasks simultaneously while producing high-quality, high-quantity work. Web savvy and online production or marketing experience is preferred. A company growing at Internet speed, The Industry Standard offers a high-energy and entrepreneurial environment. For more information about our company, please visit our website at www.thestandard.com. *Location: San Francisco CA*
Contact: T. Lin, Fax: 415-733-5401, Phone: 415-733-5485, Email: tommyl@thestandard.com

Metrics Reporter (IS) The Industry Standard is currently searching for a metrics reporter who will work with senior edit staff to develop, maintain and enhance the Web's best resource for research and data analysis on the Internet economy. The ideal candidate will have had hands on experience as an analyst for an Internet research organization, investment bank or consulting firm (2 years experience minimum). The candidate should also be familiar with the prominent providers of Internet research statistics and analysis. Other key skills include an ability to quickly analyze dense research reports, culling out critical numbers for busy Net executives. All applicants should enjoy working in the thick of numbers and stats and should have a desire to write news and features about Net research. Applicants should be familiar with Web authoring, database management and online tool development. *Location: San Francisco CA*
Contact: J. Macht, Fax: 415-733-5401, Phone: 415-617-4167, Email: joshm@thestandard.com

Administrative Technical Coordinator (ITWorld) IT Seeking a highly motivated and detail-oriented team player to provide administrative and financial support to the VP of Technology. Responsibilities will include handling all incoming and outgoing calls, scheduling meetings, coordinating travel arrangements, tracking budget and expense reports, interfacing with vendors and the general public, and helping organize departmental functions and meetings. You will also act as the financial coordinator for the technology department and will be responsible for forecasts, adherence to financial policies, proper coding of expense reports and invoices, and overall budget management. Finally, you will also be involved with the customer service activities of the technology department. The successful candidate will be able to work independently, have excellent interpersonal, verbal and written communication skills, a high level of professionalism as well as effective organizational and time management skills. Experience with MS Office and Notes is an absolute must. A minimum of 3 years of relevant experience is preferred.
Location: Southborough MA
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Production Editor (IS) The Industry Standard is currently seeking a Production Editor who will be responsible for building and maintaining work flow systems that allow for greater use of graphics, art, and photos online and overseeing web page posting. This person will be responsible for the smooth flow of copy to the site to ensure that the presentation of online copy always adheres to the highest levels of quality. The ideal candidate will have had experience managing the editorial production needs of a major web site. Required: At least three years of high-level production experience, preferably for a daily online publication; excellent eye for detail as well as the ability to work well under pressure; highly organized. An understanding of Quark is a must, and experience with QPS is preferred. Candidates should also be familiar with Internet companies and terminology. HTML and some editing skills are helpful. *Location: San Francisco CA*
Contact: J. Macht, Fax: 415-733-5401, Phone: 415-617-4167, Email: joshm@thestandard.com

Associate Editor (ITWorld) Associate Editor will develop and maintain effective relations with authors, as well as act as a representative at trade shows, press conferences, and other industry events; develop, assign, and edit new columns, features, news articles, and other content; write news articles and features; employ creativity, self-motivation, attention to detail, accuracy, and a desire to keep up with new technologies in an ever-changing industry; employ excellent writing, analytical, and journalistic skills. Keen knowledge of the Internet market, 3-4 years of editorial experience in computer journalism and publishing including applications, programming, and technologies, excellent writing, analytic, verbal and journalistic skills needed. Creativity, self-motivation, ability and desire to learn and keep up with new products and technologies, and the ability to work well with others. Familiarity with Java technology, products, and market. Ability to ensure accuracy of technical details in articles and other JavaWorld content. Programming and/or reporting experience a plus. *Location: San Francisco CA*
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Associate Editor, LinuxWorld (ITWorld) Associate Editor will work closely with the Editor-in-Chief to develop new content that covers the crucial issues for Linux/Open Source developers, project managers, and the trends in the Linux/Open Source industry. Duties include maintaining effective relations with authors and acting as a magazine representative at trade shows, press conferences, and other industry events. Editor will develop, assign, and edit technical feature stories, news articles, and other content. Editor may write news articles. Employ creativity, self-motivation, attention to detail, accuracy, and a desire to keep up with new technologies in an ever-changing industry. Employ excellent writing, analytical, and journalistic skills. Position requires min 3 years in computer journalism, with knowledge of on-line publishing. Familiarity with Linux/Open Source technology, products, and market is desired. Keen knowledge of the Internet market, including applications, programming, and technologies. Proficiency with planning new content. Excellent writing, analytic, verbal and journalistic skills needed. Ability to develop and maintain effective relations with authors, as well as act as a representative of magazine at trade shows, press conferences, and other industry events. Creativity, self-motivation, willingness to keep up with new products and technologies. Experience working as part of an editorial team. Ability to ensure accuracy of technical details in articles and other LinuxWorld content. Programming and/or reporting experience a plus. *Location: San Francisco CA*
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Web Events Editor (ITWorld) Leading computer publisher looking for an editor to organize online events for a high-volume Web site for information technology professionals. Will work with an edit staff to conceive of and execute webcasts, on-line conferences, seminars, and other interactive events. Will also manage a budget for the events; work with other editors to identify target audiences and contribute to the overall site direction and strategy as part of the site management team. Previous online experience preferred. *Location: Southborough MA*
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Oracle Database Administrator (ITWorld) ITWorld is seeking a DBA (Oracle) to join the technical team on the East Coast. Qualified candidates must have three plus years of experience in the design, development, testing, documentation and support of software applications in an on-line or OLTP environment. Individuals must also have a minimum of 2 years experience with PL-SQL using Oracle 7.x or 8.x and 2 years experience with Oracle forms 3 or 4.5. Minimum of three years of experience with relational databases with SQL, that includes both physical and logical design also required. Candidates need to have a working knowledge of UNIX. The appropriate candidate will be able to work independently as well as in a strong team environment. Opportunity for growth. *Location: Southborough MA*
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

District Sales Manager (ITWorld) Seeking a dynamic District Sales Manager. This hands-on position will manage a district sales function in support of, and reporting to, the Regional Sales Manager. Position is based in the NY/NJ area and requires a self-starter to manage an exploding territory. The successful candidate will possess a inimum of 2-3 years of proven online sales experience, in-depth knowledge regarding Internet advertising sales and processes, and the demonstrated ability to provide superior customer service. The candidate must be a dynamic, self-starting, detail-oriented team player who excels in a fast paced, competitive sales environment. A proven track record in online advertising sales within the Information Technology industry is preferred.
Location: Southborough MA
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Regional Sales Manager (ITWorld) ITworld.com is looking for a Sales Professional to manage western region of this fast-pased internet leader. Regional Sales Manager will be responsible for selling online advertising in the Western region, cultivating new business opportunities and expanding existing accounts. This position will ultimately manage a group of District Sales Managers. The successful candidate will possess a minimum of 3-5 years of proven online sales experience, in-depth knowledge regarding Internet advertising sales and processes, and the demonstrated ability to provide superior customer service. The candidate must be a dynamic, self-starting, detail-oriented team player who excels in a fast paced, competitive sales environment. Prior progressive and motivating management experience necessary. A proven track record in online advertising sales within the Information Technology industry is preferred. *Location: San Francisco CA*
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Technology Editor (NWW) Network World is looking for a technology editor to lead its reviews section. The technology editor is responsible for working with a team of freelancers to produce product reviews, buyers' guides and technology strategy stories relevant to enterprise networking professionals. The ideal candidate will have deep technical understanding of networking products and issues, as well as exemplary editing, organizational and supervisory skills. *Location: Southborough MA*
Contact: M. Brunaccini, Fax: 508-490-6454, Phone: 508-490-6474, Email: hotjobs@nww.com

Associate Editor (PCW) PC World is looking for an Associate Editor of Online Reviews to plan, research, assign, and edit original online reviews of hardware and software. Responsibilities will include writing reviews, sidebars and ancillary materials; meeting with vendors to look at products within assigned beat areas; handling some site maintenance; and attending trade shows for product and market coverage. Qualified candidates will have at least 2 years' journalism experience; strong familiarity with PC hardware and software; a Bachelor's degree or equivalent work experience; and high self-motivation. Online experience and familiarity with product testing and test methodology are a plus. *Location: San Francisco CA*
Contact: G. Frame, Fax: 415-442-9758, Phone: 415-978-3193, Email: gregory_frame@pcworld.com

Executive Editor, Features (PCW)
PC World seeks a creative, experienced editor to oversee its online features department. Responsibilities include: developing and implementing compelling daily features content (with an initial focus on consumer advocacy and how-to material); hiring, training, and managing a staff of junior editors; and collaborating with art and programming departments to create new tools and article formats. The features editor will recruit online columnists to write for various parts of the site and will work closely with the editor-in-chief to develop training programs for our talented staff. Requirements include at least four years of editorial experience with two years in a supervisory role. Candidates must have in-depth knowledge of the personal computer industry and the Internet, and they must possess excellent analytical, writing and verbal skills.
Location: San Francisco CA
Contact: B. Snyder, Fax: 415-442-1891, Phone: 415-267-1715, Email: bill_snyder@pcworld.com

Senior Associate Editor (PCW) PC World is looking for a Senior Associate Editor to join its award-winning Reviews team. Candidates should have a thorough knowledge of issues in the computer industry; 3-4 years of computer magazine writing and editing experience; the ability to produce polished, hard-hitting reviews for a consumer audience; and the ability to work rapidly and accurately under pressure. Management experience and a working knowledge of Access and Excel are a plus.
Location: San Francisco CA
Contact: T. Capen, Fax: 415-442-1891, Phone: 415-978-3225, Email: tracey_capen@pcworld.com

Associate Publisher, pcworld.com (PCW.com) The Associate Publisher will define and communicate online sales strategy, lead the sales staff and personally make calls at the highest possible levels to maximize pcworld.com advertising revenues, with special emphasis on custom publishing and partnership marketing opportunities. He/she will act as liaison with GWAN on national accounts, and negotiate and resolve rate, merchandising and strategy issues. Candidates should have a minimum of five years outside space sales with major computer publications and/or web sites. A thorough knowledge of web serving and marketing is required, along with the ability to structure and negotiate complex deals. Direct experience with magazine marketing, production, circulation and finance a plus. *Location: TBD*
Contact: B. Ostrow, Fax: 508-872-6912, Phone: 508-370-0844, Email: bob_ostrow@pcworld.com

Milestones in IDG Germany history

1974 IDG establishes its first wholly owned subsidiary outside the U.S. in Munich

1974 *Computerwoche* launched

1983 *PC Welt* [*PC World*] launched

1990 *Macwelt* [*Macworld*] launched

1991 Ralph Peter Rauchfuss joins Computerwoche Verlag as publisher

1992 York von Heimburg joins IDG Germany as publisher of *PC Welt* and *Macwelt*

1992 IDG Germany reorganized into two business units: Computerwoche Verlag for the business market and IDG Magazine Verlag targeted primarily toward consumers

1995 *ComputerPartner* (channel publication) launched by Computerwoche

1996 CW Infonet (Web site) launched by Computerwoche

1997 IDG Entertainment Verlag business unit created to launch *GameStar* (gaming publication)

1997 *Young Professionals* launched by Computerwoche

1998 *Jobs und Karriere* [*Jobs and Careers*] by launched Computerwoche

1998 *VARMagazin* launched by Computerwoche

1998 *RetailMagazin* launched by Computerwoche

1998 *NetworkWorld* product launched by Computerwoche from *gateway* acquisition

1999 IDG Interactive business unit created

CIO

continued from page 1

Among the stalwart Y2K team (left to right): Galen Trinkle, Skyways photographer; **Walter Manninen,** CIO senior VP, operations; **Karen Fogerty**, CIO media relations specialist; Paul Zammito, Skyways truck tech manager; Erin Marino, CIO freelance publicist; **Gary Beach,** CIO publisher; Linnea Duvall, volunteer; **Susan Watson** (sitting) CIO VP, News and Information; **Joe Levy**, president, IDG Communications, Inc.; and Michael Farr, On the Scene Productions.

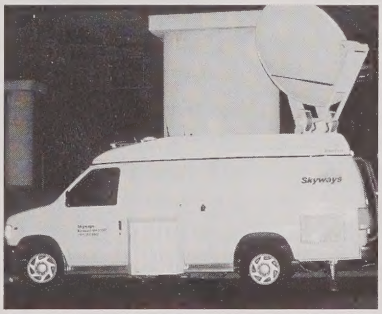
RON BETTENCOURT

nevertheless needed to report on the date rollover, and they needed an expert to help them make sense of what was or was not happening and why, she added.

The live broadcast, available via the Web or satellite, ran from 5:30 a.m. to 7:30 a.m. on Friday, Dec. 31 and again from 8:45 a.m. to 9:30 a.m. on Sat. Jan. 1. It capped more than three weeks worth of intensive background- and fact-gathering by the CIO News & Information team, which drew on the publication's own proprietary Y2K research and reporting carried out over the previous two years, as well as information gleaned from IDC's Project Magellan data (see *IDG World Update*, Nov. 8, 1999).

In the weeks leading up to the rollover, broadcast fax alerts were sent to approximately 400 television and radio news stations throughout the U.S. In addition, *CIO* staff called and e-mailed all the reporters and producers they had worked with on previous Y2K stories. The process netted numerous requests for live TV and radio interviews with Beach during the Y2K broadcast as well as national print coverage.

"We were all very surprised about how seamlessly the Y2K rollover went. That's a testament to the incredible work that IT professionals around the world did in the last 24 months to make it a reality," Beach commented.


This mobile satellite truck parked outside the CIO office, provided all the studio power off a generator to forestall any broadcast interuption resulting from a possible loss of power.

A tracking mechanism embedded in the broadcast signal allowed *CIO* to track media pickups throughout the country. The most recent report shows the broadcast reached a total of 3.2 million viewers in 10 markets across the U.S. including: Hartford, Conn.; St. Louis; Boston; Washington, D.C.; Minneapolis-St. Paul; Denver; Indianapolis; Greenville-Sparta-Ashville, S.C.; San Antonio, Texas; and Dallas.

The CIO Y2K team chose to set up shop in a temporary studio erected at the company's own offices largely so it could rely upon the services of the company's own top-notch IS professionals, Watson noted. As a precaution against the loss of power or telecommunications during the rollover, the team developed a contingency plan that relied on a mobile satellite truck from Skyways Communications, which provided all of the studio power off of a generator.

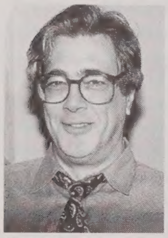
In all, close to 60 people worked on the project, with a core group of some 25 people providing the bulk of the support. Ten people worked side by side with Beach in Framingham on each day monitoring the mainstream news and wires (CNN, AP, ABC, online news sources, etc.) and receiving real-time Y2K news from IDC's Project Magellan, which had contacts worldwide calling in reports. Among the key IDG participants were: **Karen Fogerty**, **Julie Hanson**, **Cathy O'Leary Hayes**, **Walter Manninen**, **Diane Martin**, **David Woodall**, **Jim Burgoyne**, **Ron Bettencourt** and IDC's **John Gantz**.

Beach is frequently quoted by major media organizations including CNN, *USA Today*, *Newsweek*, C-SPAN and MSNBC. Earlier this year, he was appointed to a three-member steering committee of YES Corps, an international network of Y2K experts backed by the International Y2K Cooperation Center, the United Nations and the World Bank.

noteworthy people

Lester

Pastore


Rosenbaum

Slater

Koch

Cummings

IDG WORLD UPDATE PHOTOS

Promotions

CIO's **Mary Lester** moves up from group director to executive director, Art & Design. "Mary has built arguably the most effective, creative, flexible, ready-for-anything art department on the planet," said **Lew McCreary**, *CIO* editorial director. "For the past eight months she has been a key player in *CIO*'s redesign. Increasingly, she attends to design-related matters beyond the print products. This promotion recognizes the broadening nature of Mary's role."

CIO Executive Editor **Rick Pastore** has been promoted to senior executive editor. "Rick was central to our rethinking of the magazine this year," said *CIO* Editor-in-Chief **Abbie Lundberg**. "His [recent] leadership series is an outstanding example of both a deep, innovative approach to an important topic and how we can serve our readers in many media. He has also developed an outstanding group of writers."

CIO's **David Rosenbaum** moves from senior editor to managing editor. "David joined *CIO* in 1998 and quickly showed himself to be a gifted editor," said *CIO* Editor-in-Chief **Abbie Lundberg**. "Building on his long experience as an editor at *Boston Magazine* and the *Boston Herald*, he will work with the editorial and design staff to ensure that the lively intangibles of tone, attitude and narrative energy live up to the substantive information we offer our readers."

Derek Slater, *CIO* senior writer, is now the magazine's executive editor. "In addition to being a seasoned, authoritative writer, Derek has influenced the direction of the magazine," noted *CIO* Editor-in-Chief **Abbie Lundberg.** "More than most, Derek keeps an eye on the competition and thinks about our positioning and differentiation in the business/IT publishing universe."

CIO Senior Editor **Chris Koch** has been named executive editor, Investigations. "Chris will concentrate exclusively on developing and executing the sorts of deep, complex, research-heavy stories (and multipart packages) that have become his trademark," said **Lew McCreary**, *CIO* editorial director. "These are among the kinds of pieces that break new ground for the magazine, impressing even those hard-to-please readers at the very top of the executive food chain."

Elaine Cummings, previously *CIO* features editor, has been promoted to senior editor. "For well over a year now, Elaine has played a leadership role on both the *CIO* and *WebBusiness* teams," said *CIO* Senior Editor **Alice Dragoon**. "She knows how to coax the best out of writers and does so in a way that makes it a joy to be edited by her. In the midst of all [her] writing, editing and coordinating, she provided valuable mentoring to some of our less experienced editors."

Mustafa Mustafa, previously advertisement manager for *Macworld U.K.*, has been appointed group advertisement manager of *Macworld* and Macworld Online. "This promotion is in recognition of Mus's hard work and the continued success of *Macworld*," said Publisher **Guy Eaton**. Mustafa celebrated his fifth anniversary with IDG earlier this month.

PC World Senior Account Manager, Manhattan/Eastern Canada **Thalia Karakitsios** has been promoted to regional manager, as has *PCW* Account Manager, Southern California/Southwest **Susan Green**. "Thalia and Susan [have been] integral in the success of *PC World* and PC World Online," said *PCW* President and CEO **Jeff Edman**. "As the industry becomes ever more competitive it is important that we utilize these folks' talents and experiences."

Peter Spande, *PC World* account executive, has been named account manager covering the Mid-Atlantic and Southeast regions. "Peter has exhibited a tremendous wealth of assets, which made it a no-brainer for me to ask him to join the world of online and put his organizational, sales and relationship building skills to work," said Regional Manager **Thalia Karakitsios**.

New employees

Previously a contractor with Aquent Partners, **Laura Johnson** is now an IS administrator with *The Industry Standard*. A Macintosh-certified technician, she also collects old magazines and watches "old, old, old movies."

Tony Brakohiapa joins *The Industry Standard* as a sales associate, coming from Lycos where he held a similar title and did campaign tracking and management. A graduate of the University of Colórado/Boulder with a B.S. in marketing and management, he enjoys exercise, motorcycles and acting.

A recent graduate of the University of Oregon's Clark Honors College with a B.A. in history, **Syd Peterson** has been hired by *The Industry Standard* as a digital ad assistant. Away from work he is involved in theater, queer politics and yoga.

Mac Publishing has hired **Jacob Savin** as a software engineer to develop online content management systems. He previously held a similar title at Sonic Solutions. He earned a B.A. from Reed College in Portland, Ore., and toured Europe for four years playing bass with the band Painting Over Picasso.

Sales and Marketing Coordinator **Laura Ross** comes to *Macworld* from Esprit where she was an account coordinator. She earned a B.A. in fine arts from the University of Arizona and enjoys skiing and "anything outdoors!"

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Diane Utano *IDG*

19

Christiane Alamarguy *IDG France*

18

Michael Masters *CIO*

16

Lee Doyle *IDC*

13

Veronique Arene *IDG France*
Christian Le Gall *IDG France*

12

Peggy Watt *PC World*
Elfi Künzel *IDG Switzerland*
Liana Tatka *IDG Switzerland*
Allison Stamm *IDG Research Services*
Mary Lester *CIO*

11

Gina Steinmann *IDG Switzerland*
Mary Ann Doolin *IDG List Services*

10

Sylvie Merkling *IDC France*
Marcel Warmerdam *IDC Benelux*
John Watts *IDG*
Francis Mao *IDG Games Media Group*

9

David Cobb *PC World*
Petr Kubat *IDG Czech*
Jeff Milstead *Mac Publishing*

8

Gary Koch *IDC Singapore*
Walter Manninen *CIO*
Kristen Kim *CIO*

7

gnes Vanek *FCW Government Technology Group*
Tina Pescaro *CIO*
James Lai *IDG Taiwan*

6

Sophie Inserguex *IDG France*
Peter Jidesten *IDG Sweden*
Gabrielle Wheeler *IDG Australia*
Iain Gillott *IDC*
Anne Stuart *CIO*

5

Stan Erhart *PC World*
Sarah Bagnall *Macworld U.K.*
Stratos Prodromakis *IDG Switzerland*
Dennis Philbin *IDC Asia/Pacific*
Jim Ghirardi *IDG*
Cynthia Laird *CIO*

4

Johann Armand *IDG France*
Olivier Messager *IDG France*
Sonia Housez *IDG France*
Viktor Hollmann *IDG Czech*
Sonja Wunsch *IDG Switzerland*
Akira Minamikawa *IDC Japan*
Ann Garvey *IDG*
Steven Chang *IDG Taiwan*

3

Brian Pearce *IDC France*
Henrik Sorin *IDG Sweden*
Carlos Cid *IDG Spain*
Molly Furzer *IDG Australia*
Ellen Cresswell *IDG Australia*
Sherif Gobran *IDG*
Diane Bobbitt *IDG*
Loreto Power-Feitz *IDG Germany*
Lindsay Young *IDG Games Media Group*

2

Sean Ashcroft *Macworld U.K.*
Dagmar Ruscakova *IDG Czech*
Václav Maletinsky *IDG Czech*
Leanne Salmon *IDG Global Solutions*
Yuko Shirai *IDC Japan*
Samantha Innes Ker *IDC*
William Peterson, Jr. *IDC*
Tanya Gump *IDG*
Fabio Gianzanti *IDG Brazil*
Ruth Guttmann *IDG Austria*
Eileen Yu *Computerworld Singapore*
Klaus Plessner *IDG Germany*
Markus Schelhorn *IDG Germany*
Doris Staudacher *IDG Germany*
Nathalie Horl *IDG Germany*
Paula Breedveld *IDC Benelux*
Akiko Nakayama *IDC Japan*
Sujoy Sen *IDC Singapore*
Shyla Noordeen *IDC Singapore*
Tetsuya Hoshina *IDG Japan*
Hitoshi Nojima *IDG Japan*
Lotte Mathiasen *IDG Denmark*
Anna Svenson *IDG Sweden*
Carina Johansson *IDG Sweden*
Karin Lindstrom *IDG Sweden*
Teresa Saracino *IDG Italy*
Robert Livingston *Laurentian Technomedia*

1

Michel Crestin *IDG France*
Michal Bares *IDG Czech*
Jana Pelikanova *IDG Czech*
Pia Lykke Andersen *IDG Denmark*
Morris Edwards *IDC*
Bernard Warner *The Industry Standard*
Virginia Barnes *The Industry Standard*
Steve Thompson *The Industry Standard*
Tommy Lin *The Industry Standard*
Michelle Zarella *CIO DEC*
Gerhard Meier *IDG Germany*
Martin Bayer *IDG Germany*
Klaus Hauptfleisch *IDG Germany*
Petra Mühleck *IDG Germany*
Petra Riedel *IDG Germany*
Sandra Strehle *IDG Germany*
Thomas Lui *IDG Hong Kong*
Josiane Oliveira *IDG Brazil*
Peter Leinweber *IDG Austria*
Luuk Bruna *IDC Benelux*
Renske Ellens *IDC Benelux*
Matyas Eleveld *IDC Benelux*
Regina Muk *IDC Hong Kong*
Stella Chen *IDC Hong Kong*
Anne Gao *IDC Beijing*
Chris Fell *IDC Australia*
Hideto Ouchi *IDG Japan*
Matthew York *IDG Global Solutions Europe*
Jette Nielsen *IDG Denmark*
Charlotte Krogh Jorgensen *IDG Denmark*
Ulrika Halvaresson *IDG Sweden*
Magnus Karlsson *IDG Sweden*
Cecilia Wiklander *IDG Sweden*
Jenny Tornberg *IDG Sweden*
Daniel Sjoholm *IDG Sweden*
Maurilio Vitali *IDG Italy*
Mario Vacirca *IDG Italy*
Bill Loker *Laurentian Technomedia*
Julie Ramirez *IDG Games Media Group*
Cherry Shieh *IDG Taiwan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDC's Slater earns MVP award

IDC Desktop Publishing Specialist **Mary Ellen Slater** received Publishing Services and Technologies' MVP Award for the month of December. Mary Ellen was nominated by her peers and recognized for her outstanding teamwork.

Her co-workers commented on her willingness to pitch in, her dedication to her teammates, and her ability to motivate all of Publishing Services and Technologies to achieve challenging department-wide Milestone initiatives.

IDG WORLD UPDATE

Slater

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Cass Warneminde** wil have her choice of an official "Off Line" t-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Honorable mentions

"This PalmPilot software did not include an Office Suit(e)."
Simon Salamon *IDC*

As a longtime telecommuter, Ted had developed his own idea of "business casual."
Alec Wagner *InfoWorld*

"That laundry.com Web site wasn't very reliable after all, was it?"
Natale Russo *IDG Games Media Group*

Arnold discovers a Y2K glitch in his electronic personal organizer.
Maridee Ennis *IDG Books*

Williams didn't really feel naked until the battery died on his PDA.
Christopher Willard *IDC*

Let's see…phone Smithers at 9, client meeting at 10:30…oh yeah….pick up dry cleaning…
William Ganci *IDC*

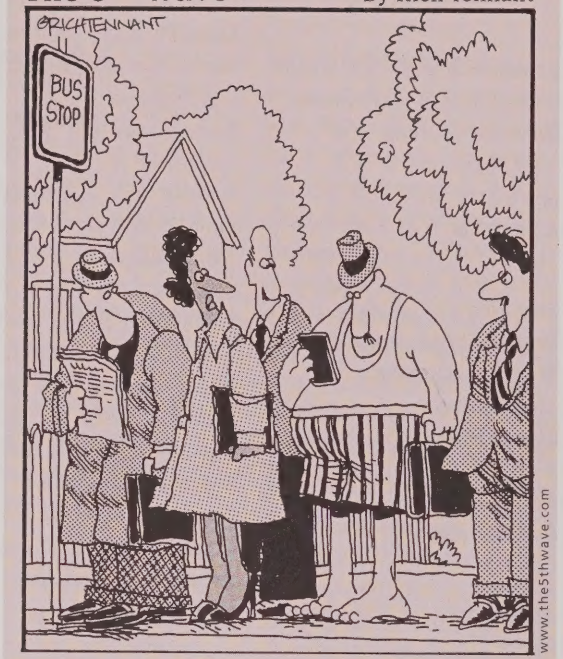
Suddenly Herb realized he'd left "dress for work" off his electronic to-do list.
Lee Schlesinger *Network World*

Consulting the schedule on his PalmPilot, Grover realized that his co-workers were right. Dress-down day was next Friday.
Brian Drumm *IDG Books*

Having entrusted his daily schedule to his new PalmPilot, Smedley eagerly set off to work. Unfortunately, his morning to-do list contained a few subtle omissions.
Wayne Hetherington *IDC*

"Looks like the Internet stock bubble finally popped."
Paul McNamara *Network World*

The 5th Wave By Rich Tennant



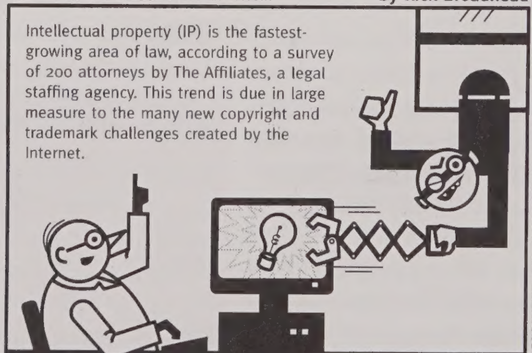
"Damn! Trousers.com is still not responding."
Cass Warneminde *IDG Australia*

"Oops. My PalmPilot switched the last words in my wife's message. I thought it said, 'You need to get turkey dressing!'"
Ray Boggs *IDC*

Original Rich Tennant caption:
"Well, here's what happened — I forgot to put it on my 'To Do' list."

e-Trivia www.e-trivia.com **by Rick Broadhead**

Intellectual property (IP) is the fastest-growing area of law, according to a survey of 200 attorneys by The Affiliates, a legal staffing agency. This trend is due in large measure to the many new copyright and trademark challenges created by the Internet.



Today's question:
What is the second-fastest growing area of law?

Related Web site:
http://www.affiliates.com

Answer: Employment/labor law

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and finally.

IDG rises to No. 45 on Forbes list

IDG now ranks No. 45 on the Forbes list of the 500 largest private companies in the U.S.

IDG's revenues were listed as $2.65 billion, with operating profits of $425 million and net profits of $230 million.

The largest private company in the U.S., Cargill, an international marketer and processor of agricultural and industrial commodities, has estimated revenues of $50 billion.

IDG ranked No. 73 in 1998; No. 81 in 1997 and No. 97 in 1996.

To view the full list, go to www.forbes.com/tool/toolbox/private500/.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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WWW.IDGWORLDUPDATE.COM

Waxman top pick, Byron runner-up in IDC Peacock Awards

Champagne and sparkling cider at the ready, IDC employees convened in Framingham, Mass., earlier this month to learn who would receive the 16th annual James Peacock Memorial Award, the company's most prized research award. Following their quarterly board meeting, IDG Chairman **Pat McGovern** and IDC President **Kirk Campbell** announced the winner: **Janet Waxman**, program director, Server and Storage Channels Research. The runner-up was **Dennis Byron**, program director, Vertical Applications.

IDG WORLD UPDATE

*(L-R): IDG Chairman **Pat McGovern,** Program Director **Dennis Byron,** Program Director **Janet Waxman** and IDC President **Kirk Campbell.***

Peacock, an IDC vice president for 15 years until his death in 1981, left IDC a legacy of excellence. To recognize his admiration for Peacock's work, McGovern established the James Peacock Memorial Award in 1985. The award is presented each year to the IDC employee who makes the greatest contribution in terms of organizing, conducting and communicating the results of IDC research to clients.

IDC vice presidents and senior vice presidents nominate employees for the award at the end of the fiscal year, and Campbell makes the final selection.

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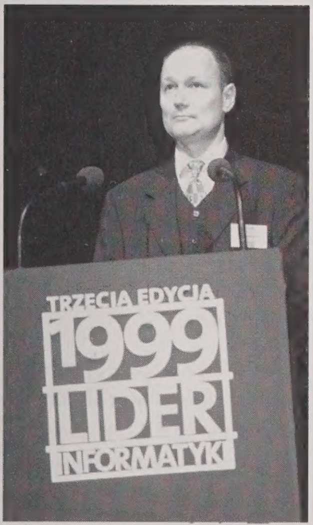
IDG Poland honors local firms for excellence in IT use



***Kazimierz Szot**, IDG Poland general manager, addresses the guests.*

IDG Poland recently shone its media spotlight on the firms and institutions that took a leading role in Poland's IT sector in 1999. Sixteen companies in five categories — industry, finance and banking, trade and services, public service and public administration — were named IT Leaders at a gala ceremony last November.

This was the third annual IT Leader Awards Program, which recognizes achievement in the application of information technology that improved customer satisfaction, generated profit and/or bettered the firm's competitive position in the market.

"There were no IT companies nominated," said IDG Poland Marketing Manager **Agnieszka Cybulska**. "This program nominates only companies outside the IT industry. They are users of IT technology, not providers or integrators." She said *Computerworld Polska* editors sent questionnaires to firms they knew were advanced IT users and to companies that requested the questionnaire. A jury made up of *CW Polska* Editor-in-Chief **Wojciech Raducha** and four independent consultants and IT specialists then chose from approximately 200 applicants those with the most advanced IT solutions in each category.

***Wojciech Raducha** (left), Computerworld Polska editor-in-chief, honors representatives of the Warsaw Stock Exchange, voted IT Leader in the Finance and Banking category.*

The IT Leader Awards "emphasize the ever-growing

continued on page 4

in brief

newsworthy

IDG Books signs license with The Learning Co. for software tutorials

IDG Books and The Learning Company, developer of such well respected educational programs as *Reader Rabbit, Carmen Sandiego* and *The Princeton Review*, will team up to produce a series of CD-ROMs offering interactive tutorials for adults on personal computing, money management and foreign languages. Eight titles are expected to be released this year.

Under terms of the two-year worldwide license, the *For Dummies* educational software will be distributed worldwide through direct marketing, in retail stores and on the Internet. There will be preview demonstrations of the brand line this spring at Electronic Entertainment Expo (E3), an electronic trade show held in Los Angeles.

"This is an exciting program for us," said **Marc Mikulich**, IDGB's vice president for Strategic Brand Management. "We are expanding the formats by which IDGB can offer consumers access to *For Dummies'* engaging way of providing quick and smart how-to information and solutions, and we are pleased to partner with a leader in educational technology to offer *For Dummies* CD-ROMs."

For more information contact **Brigida Bergkamp** at 650-653-7139 or bbergkamp@idgbooks.com.

IDG Books' title lands on *Wall Street Journal* bestseller list

IDG Books has added another title to its list of *Wall Street Journal* bestsellers. The recently released *Unofficial Guide to Starting A Business Online* ranked No. 6 on the *Wall Street Journal* "Best Selling Business Books" list of Jan. 7. The newspaper's bestseller list reflects nationwide sales from bookstore chains and independent and online booksellers.

Other IDGB titles that have hit the *Wall Street Journal* bestseller list include *Personal Finance For Dummies®, Investing For Dummies®, Investing Online For Dummies®, Marketing Online For Dummies®* and *Home Buying For Dummies®*.

"The strong entrepreneurial trend in business today has led to more and more small businesses being set up in garages and basements of homes – and online," said **Kathy Welton**, publisher of IDGB's Business and Personal Finance Group. "Our business and personal finance products are aimed at helping people succeed by making straightforward sense of the muddle of complicated information out there."

Written by career expert Jason R. Rich, *The Unofficial Guide to Starting A Business Online* shows how to set realistic goals – and gather the knowledge to achieve them – whether the reader hopes to launch an online business on a shoestring budget, or is an established business executive eager to expand Internet presence. The book covers the entire process of planning, launching, marketing and operating an online enterprise.

For more information contact **Brigida Bergkamp** in IDG Books Corporate Public Relations at 650-653-7139 or bbergkamp@idgbooks.com.

14-year IDG veteran Bob Ostrow takes over as publisher at *PC World*

Bob Ostrow, most recently *PC World's* associate publisher/Advantage Marketing, has been named publisher of *PC World*.

"Excellent marketing, strategic research and customer-oriented selling are the hallmark of *PC World*," said PC World Communications President/CEO **Jeff Edman**. "Bob's dedication, hard work, and intelligence make him the ideal candidate to assume these vital functions. And, his background in custom publishing and special projects makes him the perfect choice as the company continues to integrate pcworld.com and PC World Conferences into the product mix."

Ostrow

Ostrow joined *PC World* as an account manager in 1986 and moved up to Eastern advertising director in 1991. In that role he has hired and led an East Coast sales team that consistently outperforms the market.

IDG Global Solutions organizes Latin America Exchange 2000

IDG Global Solutions (IGS) organized a multipurpose meeting this month in Miami. "Latin America Exchange 2000" fulfilled its three goals:

- To bring the IGS sales force together from San Francisco, Framingham and Miami for sales training, sales strategy briefings and to build "collaboraction" within the group.
- To bring Latin American country managers together to be able to educate the entire IGS U.S. salesforce on their individual marketplaces and publications thus increasing revenues.
- To bring top local clients and agencies together to hear from a unified IGS sales force and country manager perspective, as well as to have an open panel discussion about the challenges within the region.

Close to 20 customers and ad agency reps attended, as did country managers from Argentina, Brazil, Central America, Colombia, Ecuador, Mexico, Peru and Venezuela.

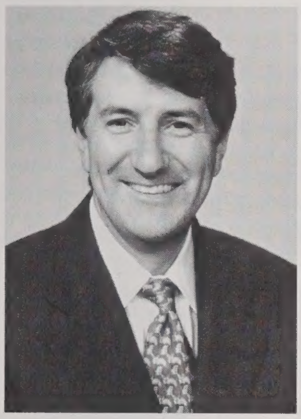
***David Exposito** (left), president of the company that publishes PC World Argentina, speaks with IDG Global Solutions President **Jeff Meers**.*

The day before, business unit presidents and publications representatives discussed sales and management issues for *PC World Latin America* as well as *Computerworld* publications in the region.

IGS Vice President of International Sales **Peter Mylchreest** plans to hold a similar event quarterly; the next one will be in Canada in April. For details, contact him at peter_mylchreest@idg.com.

executive Q and A

Kelly Conlin
IDG's president and CEO is this week's columnist.



> *"The most recent survey of technology vendors by IDG Research in December showed that more than three-quarters are "extremely" or "very" optimistic about their companies' futures in the next six months. Moreover, 59% of the companies said they plan to increase their advertising by more than 20% in the next two quarters."*

Q In FY99 IT print advertising in the U.S. fell noticeably, affecting the revenue of IDG's U.S. publications and even more so those of our main competitors. Has IDG's U.S. print advertising share of market grown over this period, and how is U.S. IT print advertising trending in FY00?

A So far in FY00, IDG's print advertising revenue in the U.S. is up sharply — about 17% in the first quarter. As for market share, during 1999 IDG experienced a gain of eight percentage points in U.S. market share, while CMP's market share fell 10 percentage points, and Ziff's market share dropped two percentage points.

We are forecasting the market will continue to be healthy for the remainder of the fiscal year, for five principal reasons:

1) The Y2K effect. IDC estimates that more than $75 billion was diverted to external spending on Y2K projects in 1999; that number will drop to about $25 billion in 2000. IDC's [Senior VP/Research] **John Gantz** therefore estimates that total external spending — spending on IT products and services — will go from $763.2 billion to $885.4 billion, effectively doubling the growth rate for IT investment during 2000 from about 8.9% to more than 16%. The remarkably smooth transition through the new year will give renewed confidence in IT investment for new enterprise applications.

2) Business climate. The most recent survey of technology vendors by IDG Research in December showed that more than three-quarters are "extremely" or "very" optimistic about their companies' futures in the next six months. Moreover, 59% of the companies said they plan to increase their advertising by more than 20% in the next two quarters.

3) Product introductions. Missing from 1999 was the pipeline of major product introductions, in large part because of the "technology lockdown" surrounding Y2K preparations. 2000 begins with what will be the one of the largest technology product introductions ever — Windows 2000, unleashing a new era in the operating systems battle between Unix, Windows and, now, Linux.

4) Dot.com advertising. IDG Research has identified 753 new dot.com advertisers in the last year alone, and while last year was dominated by the business-to-consumer space, this next year is widely expected to be a race for the business-to-business market. In other words, there will be rapid category formation for suppliers to the whole supply chain as it is reinvented for e-commerce.

5) Competitive disarray. In the last year, CMP has changed owners, folded 11 titles and sold five more. Their advertising pages are down 18%. Ziff is being broken apart, with new owners for each piece. The promises of integrated marketing have been abandoned and their publications won't produce companion Web sites. Their advertising pages are down 15%.

IDG is well positioned to take advantage of all of these trends. For example, Windows 2000 will be launched at an IDG-produced event, and IDG has developed the most comprehensive marketing programs of any media company for the product launch. In the dot.com arena, IDG's success with capturing new advertisers, particularly with *The Industry Standard*, has given IDG has the highest market share, 25.4%, among dot.com advertisers in print media, larger than any other media company.

Perhaps the best indicator of this positive trend is that IDG is the only major technology media company to show an increase in the number of advertisers in our publications — an increase of 21% — while both Ziff and CMP had fewer advertisers this year than last. IDG's financial stability, consistent vision and superior editorial quality are receiving the vote of confidence from our customers.

Q The online market seems crowded with competitors, and sites like CNET are spending heavily on marketing. How will IDG's ITworld.com launch be positioned, and what kind of promotion is planned to make it competitive?

A IDG has long believed that the most successful media models — in print or on the Web — are based on delivering the highest quality information to a specific audience. The ITworld.com network is targeted at the most influential buyers in the IT market, the few who buy for the many, rather than consumers who are vast in number but smaller in influence. To put this in perspective, in 1999, some $385 billion was spent on technology products and services in the U.S. Of that amount, more than two-thirds was spent on enterprise IT in companies with more than 100 employees with the remaining amount spent by consumers and small business. That consumer spending — on everything from electronic pagers to digital cameras to notebook PCs — is done by more than 50 million U.S. consumers. Positioning a brand to cover that spectrum, as CNET is doing, makes the brand less credible to the 3 million IT professionals — those driving two-thirds of market spending — who expect more than shareware li-

continued on page 8

Service, teamwork and results help STARs shine

IDG WORLD UPDATE

Renee Pierce

IDG WORLD UPDATE

Karen Smalarz

Three employees from IDG support units recently earned IDG Corporate Boviard STAR Awards in recognition of the outstanding Service, Teamwork and Results they have provided to colleagues during the past six months. The awards are presented twice a year and honor the memory of IDG Corporate Credit Manager ***Jay Boviard****. Employees are nominated by their peers and all nominations are reviewed by the selection committee of* ***Ted Bloom****, vice president, corporate controller and treasurer;* ***Jayne Enos****, vice president, tax and legal; and* ***Julie Lynch****, training and development manager. The next awards will be presented mid-year and a complete list of eligible business units and a nomination form will appear in a future issue of IDG World Update. The winners and excerpts from their nominations follow.*

Renee Pierce, *IDG Accounting*
"Renee responds quickly to all of our requests and always puts in the extra effort. She is dependable, upbeat, accurate and thorough. Renee always has a great attitude, and I have had nothing but positive interactions with her. She keeps her cool and even in the busiest of times asks what she can do to help. I know she has a tremendous amount of responsibilities outside of our business unit needs, but Renee is a team player and always finds the time to help us. The question should be, 'What has Renee not done to get results?' She facilitates communications between various IDG accounting units and she constantly finds ways to help us streamline and make our operating environment more efficient, accurate, and timely. Renee *is* results."

Karen Smalarz, *IDG Human Resources*
"Karen provides extra-exceptional service to us through the timely and accurate processing of our monthly and quarterly bonus payroll. This is a large project, which Karen handles with ease. It is always done correctly and delivered on time. Karen demonstrates teamwork through her great flexibility with our company's payroll. This is important because we often deliver large batches of payroll at the last moment. We also use a number of different formats when we pay bonuses; Karen never complains and always handles it with a smile.

"Because of our volume, Karen usually has to find a creative way to balance her normal workload and responsibilities, to accommodate our various bonus cycles. By doing this, Karen provides us (and our employees) with positive results."

Anne Schneider, *IDG Human Resources*
"Anne has helped me recruit and hire six exceptional employees. In today's tight job market it helps to have someone like Anne on your side. She is definitely a superstar! Anne was very responsive and worked with me on my open positions. She took the time to learn about what I was looking for in a candidate, kept me up to date on her progress, and moved quickly and effectively, to hire the right person for my position. Anne goes beyond the normal scope of her job to give advice, encouragement and support. I never felt as if she was or is wasting any time or resources, and she is always creative in selling the company as a whole to attract the best candidates possible."

IDG Poland

continued from page 1

importance of information technology in the Polish economy," said **Kazimierz Szot**, IDG Poland's general manager. "Effective IT applications yield satisfaction but also give measurable benefits to the users. This results in an increasing interest in IT, which in turn translates directly into the development of the IT market in Poland." He also noted that the competition is a place for the companies to exchange IT experiences, see the results of creative use of IT and establish beneficial relationships.

Five hundred corporate, government, IT development guests and *CW Polska* readers attended the Nov. 18th awards ceremony, which took place on the main stage of Warsaw's National Theatre and was hosted by Grazyna Torbicka, a well-known Polish television host. The awards were covered by three Polish TV news programs and a dozen daily national newspapers.

Each year, a *CW Polska* produces a special report on the winning organizations. Seventy-four pages long, this year's report described the winners in the context of the IT systems they use and was given to ceremony attendees before running in *CW Polska* the next week.

For more information, contact Marketing Manager Agnieszka Cybulska at agnieszka_cybulska@idg.com.pl.

Poland's Prime Minister serves as honorary chair

IDG Poland went straight to the top for an honorary chairman of its annual IT Leader Award Program — they signed Polish Prime Minister Jerzy Buzek.

Although not at the awards ceremony, Buzek had these words for the winners read by the chief of his cabinet, Minister Jerzy Widzyk: "The government that I am in charge of is aware of the importance of the development of information technology to our country, the goals being improved, quality of services and the satisfaction of diverse expectations of customers. The future belongs to the information superhighways. Those who know more and move faster will be the winners."

IDG

Monday, January 24, 2000

Data Applications Coordinator (CIO) CIO Communications is seeking a Data Applications Coordinator for their expanding Executive Programs department. This position will serve as a liaison between the fulfillment services group and the application specialist. Primary responsibilities will entail: data entry in FileMaker Pro 4.0, Lotus Notes and Excel; database management and maintenance, e.g. field and layout design, custom list generation, report generation, list deduping and merge/purge processing; and data analysis/comparisons and cross-checking. The ideal candidate will be an analytical and logical thinker, and will possess strong problem-solving skills. This person will be able to coordinate multiple projects in a time sensitive environment and will be extremely detail oriented. Travel to conference sites is likely. 1-2 year's business experience preferred. Programming capabilities in Lotus Notes and FileMaker Pro are a plus, but not required. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Sr. Reporter (CW) Seeking a Senior Reporter to cover the desktop, mobile and wireless handheld-device markets. This position requires daily and weekly deadline reporting for our news, business, technology print sections, and computerworld.com. The person in this position is expected to break news regularly, generate additional story ideas, and stay abreast of technology developments and computer industry trends. The successful candidate should have a journalism background with 4-5 years technology reporting experience in the computer trade press, business press, or general press. Position location is flexible.
Location: San Mateo CA
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Help Desk Technician/Mac Support (CW) The primary duties of the Help Desk Technician/Mac Support will include hardware/software support, documentation of problems/solutions, analysis of new technologies, new equipment/software pricing and procurement, new and used equipment setup and rollout, and upkeep of a Hardware/Software Inventory Database, and all software and license agreements. This individual will take on the roll of the primary Help Desk Technician/Mac Support responsible for 40 Macs in a Windows NT network environment. The candidate must be self-motivated and have excellent troubleshooting and organizational skills. As an important representative of the Systems department to the user community this individual must also posses excellent communication and interpersonal skills. The position requires a minimum of 3 years Mac Support and the candidate should have extensive working knowledge of Mac OS 8.5 and above and software knowledge in Lotus Notes, Quark 4.0, and PhotoShop. The ideal candidate will have experience in graphic arts, prepress, publishing or design. Knowledge of Windows 95/98, pc hardware and web software is a plus. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Director of Interactive Sales (GWAN) IDG Global Web Ad Network is looking for a Director of Interactive Sales to join the IDG GWAN sales team. Responsibilities include full range of outside sales and account management duties. Position requires: servicing and expanding existing business, development of special opportunities, and coordinating group sales efforts with IDG sales representatives across multiple business units. Candidates should have a minimum of 2-3 years outside sales experience and at least 1 year of on-line sales experience. Ideal candidate will have strong presentation, negotiation, and outside sales skills and strong sales administration, organizational and writing skills. Candidates should be able to work well both independently and as a member of the sales team. On-line ad sales experience necessary; familiarity with the high tech and global markets highly desired. *Location: San Francisco CA*
Contact: M. Crafts, Fax: 415-267-4558, Phone: 415-267-4528, Email: mark_crafts@idg.com

Associate Credit Analyst (IDG) This entry level position in our Corporate Credit department is responsible for maximizing cash flow for assigned business units through timely collections. This is achieved through telephone contact, written correspondence, personal visits, initiating problem solving actions, and monitoring payment records. Responsibilities also include coordinating flow of paperwork and reviewing customer statements. We are looking for a customer focused individual with strong organizational, communication and problem solving skills. Bachelor's degree or equivalent required. 1-2 year's experience in a credit/collection environment preferred. Some travel is required. *Location: Framingham MA*
Contact: E. Cormier, Fax: 508-935-4600, Phone: 508-935-4605, Email: ecjobs@idg.com

Mail Services Coordinator (IDG Central Svcs) IDG Central Services seeks a highly energetic, service-oriented individual for the Mail Services Department. Responsibilities include sorting and delivering USPS, UPS, Fed Ex, and interoffice mail; effectively using all shipping equipment, such as the postal meter, UPS meter, and Fed Ex Powership system; researching cost effective shipping methods; and serving as back-up to receptionists. Candidates must be organized, have good communication skills, and be able to juggle multiple tasks. High school diploma and at least two years' experience in a business environment required.
Location: San Francisco CA
Contact: S. Lynn, Fax: 415-267-1777, Phone: 415-978-3337, Email: sheila_lynn@pcworld.com

Assistant Editor (IDG.net) Assistant Editor will be responsible for sending email newsletters; updating the site's hompage; processing stories for partners, such as CNN; and potentially writing headlines and display copy. Candidates must have strong writing and communications skills and editorial aptitude. Attention to detail is key. Foreign language skills would be a plus. *Location: San Francisco CA*
Contact: J. Corral, Fax: 415-267-4558, Phone: 415-267-4562, Email: jill_corral@idg.net

Junior Designer (IDG/B) The Junior Designer is responsible for assisting the Art Director with covers and layout of 4-color interior pages. The position will also provide support to other projects as necessary, which may involve anything from fixing a typo to redesigning a cover, under direction of the Art Director. Individual must be able to handle projects quickly and with little supervision. Successful candidate must have experience working within publishing/book design environment; strong sense of typography is essential; and must also posses basic knowledge of production/manufacturing as it pertains to book design. Candidate must have BA or BFA with concentration towards Graphic Design, preferred but not necessary if they show solid design fundamentals. Design and computer skills a must. Should be proficient in QuarkXpress, and possess detailed knowledge of Illustrator. Photoshop and FileMaker Pro a plus. *Location: New York NY*
Contact: J. Meyers, Fax: 212-654-4731, Phone: 212-654-8504, Email: nyjobs@idgbooks.com

Senior Production Editor (IDG/B) The Senior Production Editor is responsible for organizing and processing art; hiring freelance proofreaders, indexers, and proofreaders; preparing files for layout; and working cooperatively with manufacturing, production, editorial, and design departments, as well as with authors. The successful candidate will have a BA degree in English or a related field, 3 years' experience in production editing, exceptional organizational skills, solid grasp of the English language, and a can-do attitude. *Location: New York NY*
Contact: J. Meyers, Fax: 212-654-4731, Phone: 212-654-8504, Email: nyjobs@idgbooks.com

Inside Sales Representative - Specialty Retail & Pet (IDG/B) The primary responsibilities of the Inside Sales Rep-Specialty Retail and Pet would include opening new business to grow the overall revenue of both the specialty retail and pet trade channel as well as servicing and growing over 450 established specialty retail and pet trade accounts made up of retailers, distributors, catalogs and non-profit organizations. Besides being able to sell our titles via phone to this existing and expanding account base, this individual will coordinate and develop marketing initiatives and promotions. This individual must be able to work independently, think creatively, and solve problems. The ideal candidate will have at least one year of sales experience, including strong administrative and organizational skills. Computer skills (Excel, PowerPoint, Word) a plus. *Location: Indianapolis IN*
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Pet Trade Account Manager (IDG/B) The Pet Trade Account Manager's primary responsibility is to service and grow both new and existing business in the pet trade channel. This individual develops and maintains relationships with buyers and senior management at key accounts in the pet trade channel including the three largest pet superstores. Other responsibilities include coordinating and developing marketing initiatives and promotions, managing co-ops, sales forecasting, category analysis and sales tracking. This individual must have excellent communication and problem-solving skills, be creative, and must be a strong team-player. The ideal candidate will have a four-year college degree and will have four to five years of sales experience, including some experience with national accounts. Computer skills (Excel, PowerPoint, Word) a plus. *Location: Indianapolis IN*
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Office Services Coordinator (IFW) Responsible for fulfilling facility service requests, which include but are not limited to moving furniture, sorting and delivering mail, hanging pictures, supplying paper and toner to copy rooms, stock break rooms, assist manager in keeping facility in compliance with all fire regulations. This position will also provide assistance and back-up to the mailroom and reception. Candidate must be detail oriented, well organized with the ability to work independently and communicate effectively. Candidate must be able to lift 50 pounds/ maneuver 150 pounds. Hours: 8:30Am to 5:00PM. Location: San Mateo CA
Contact: O. Lawrence, Fax: 650-312-0668, Phone: 650-312-0444, Email: resumes@infoworld.com

SVP, Interactive (IS) The Standard, the essential source for intelligence on the Internet Economy, is looking for a Senior VP of Interactive who will be responsible for all interactive business functions at the company. This position, which reports directly to the resident & CEO, mixes development, commerce, content, and community responsibilities, and will require a unique individual who can manage both editorial and technology, commercial and sales functions. The on-line division will support the Print and Conference divisions, and own the execution of The Standard's Customer Relationship Management function across all lines of business. The candidate will take the Web Services, Interactive Sales, Online Development, and On-line Editorial (split with editorial director) reports, while working within a corporate structure that includes matrix reports to corporate and other functional officers. Building on the momentum and strength of current offerings, the successful candidate will quickly build a senior management team who will solidify and execute The Standard's going forward interactive strategy, launch new products, and be responsible for growing the business significantly. The ideal candidate will have several years of senior executive experience managing the P&Ls of significant content-driven web properties. In addition, print publishing experience and a thorough understanding of development, direct marketing and customer management functions, as well as the ability to team effectively with editorial is a must. *Location: San Francisco CA*
Contact: A. Patel, Fax: 415-733-5401, Phone: 415-617-4170, Email: armaity_patel@idg.com

Web Newsletter Production Coordinator (NWW) Responsibility for managing production operations related to Web advertising in Network World's e-mail newsletters, and readying e-mail newsletters for final delivery to customers via the Web. The coordinator will work by phone and through e-mail with editorial, advertising, and sales personnel to manage and test Web URLs, as well as to combine information from different sources into one e-mail template. This position requires the ability to work under manageable but steady deadlines, and to handle multiple tasks at once. Candidate should be detail oriented. The job includes training to use several Web-related computer software programs. *Location: Southborough MA*
Contact: M. Brunaccini, Fax: 508-490-6454, Phone: 508-490-6474, Email: hotjobs@nww.com

Sales Assistant (NWW) The Santa Clara sales office is seeking a Sales Assistant to join its dynamic sales team. The Sales Assistant will work closely with 2-3 District Sales Managers aiding them with all facets of selling advertising within the western territory. Primary duties include preparing sales presentations, researching account/market data, maintaining various databases, managing special projects, coordinating account mailings and handling correspondence, filing, expense reports, etc. Individual must maintain excellent rapport with clients and assist them with questions, problems, or concerns. Qualified candidates must be highly motivated and be able to manage multiple priorities. Individual must be detail oriented and possess strong organizational, communication, and customer service skills. Individual must have strong computer skills and experience with Microsoft Word, PowerPoint Excel. Internet, Act DB. Position offers opportunity for growth. *Location: Santa Clara CA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

Graphics Production Coordinator (NWW) The New Media Services department of Network World is looking for a Graphics Production Coordinator. This position is responsible for the weekly production of the Direct Response and Marketplace pages which includes working closely with the ad coordinator and advertisers, digital ad preflighting, ad design, pagination and PDF output. Additional responsibilities include graphic design for print collateral, graphics production support and assisting with the day-to-day operations of the department. Ideal candidate should be organized, have good design skills, electronic pre-press and printing knowledge and MAC or PC experience in Quark Xpress, Photoshop, Illustrator and Acrobat. Self-motivated and a team player a must. *Location: Southborough MA*
Contact: E. Price, Fax: 508-820-3340, Phone: 508-490-6472, Email: hotjobs@nww.com

Telecom/Network Administrator (NWW) Network World is seeking a Telecom/Network Administration to join our growing company. We are looking for a key individual to join our network services department. Great opportunity for an experienced telecommunications specialist who would also like to work in the area of NT system administration. Reporting to the manager of network services, this individual will be responsible for providing Network World with telecommunications support and also assist in administering our NT network. Network World currently has a Lucent Definity phone system with an Audix voicemail system that provides support to approximately 150 users. We also have a small ACD/call center operations, which is a targeted area for growth. We are looking for a high energy telecommunications specialist with a sense of humor with good interpersonal communication skills and troubleshooting skills with 2 years of experience supporting a Lucent phone system with knowledge of Windows 95 and Windows NT. Call center experience and experience supporting Windows 95/NT a plus. *Location: Framingham MA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

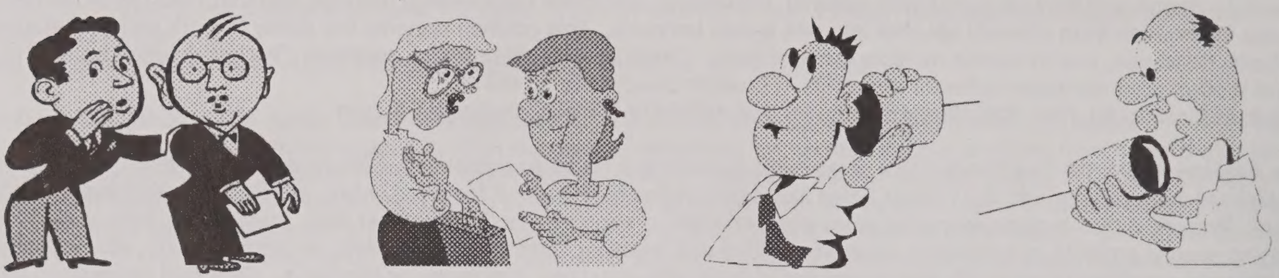
Account Representative (PCW) This inside sales job will focus on developing new business opportunities for PC World. Primary responsibilities include identifying and pursuing new business prospects for special sections and run of book advertising, and using creative selling techniques to work through the selling process with prospects. In addition, the account representative will be responsible for supplying, within assigned deadlines, all appropriate paperwork related to such sales. The ideal candidate will be a self-starter with a keen sales instinct and an eye for detail. The account representative will work with sales reps on three territories, so candidates must demonstrate and value teamwork. *Location: Irvine CA*
Contact: S. Green, Fax: 949-250-4881, Phone: 949-442-4021, Email: susan_green@pcworld.com

Marketing Specialist (PCW) PC World is looking for a business professional with 2-3 years marketing experience. Responsibilities include management and coordination of marketing materials (including direct mail and general marketing collateral), trade shows & events, awards programs, and other marketing and public relations-related projects. Media or publishing experience a plus. Applicants must be PC proficient with Word and Excel (PowerPoint & ACT a plus). The ability to multi-task in a fast-paced environment under deadlines is essential. Must be a team player who is organized and detail-oriented, and possess excellent written/oral communication skills, proofreading skills, and a positive attitude. *Location: San Francisco CA*
Contact: S. Wong, Fax: 415-442-1891, Phone: 415-978-3181, Email: sandy_wong@pcworld.com

Executive Assistant (Webby) The Webby Awards seeks an Executive Assistant with a nimble mind and a highly organized desk to assist the Director of Sales & Marketing with reception, scheduling, client correspondence and project execution. Qualified applicants will possess: strong administrative & customer service skills; experience in preparing professional correspondence; Excellent listening skills; Ability to prioritize and work independently; grace and effectiveness under pressure; competence using Microsoft Office tools; familiarity with the Internet and World Wide Web. Responsibilities include: Answering calls & keeping the calendar of the Director; writing letters and proposals; maintaining contact database; coordinating & supporting marketing projects Intense fun (and long hours), come with the territory. Find out more at: www.webbyawards.com. *Location: San Francisco CA*
Contact: R. Anderson, Fax: 415-882-7092, Email: royanderson@webbyawards.com

IDG Employee Referral Bonus Plan

Keep Spreading the news....



Just fill out this form and attach it to the resume. If the person you refer is hired you will receive a bonus of up to $500*.

•$500* for each referral that results in a regular full-time or part-time hire within participating divisions.

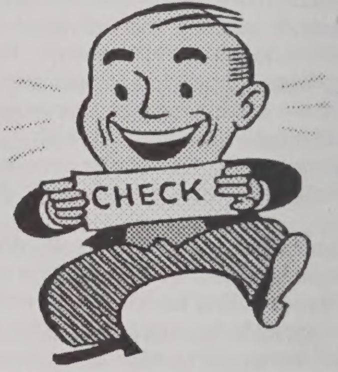
•$200* for casual part-time referrals working a minimum of 20 hours.

•With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize -- $2,000 Runner-Up -- $1,500

RULES

- Employees of all IDG Divisions are eligible to participate; however, you will only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days.
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within his/her own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.



Date:__________________________________

Applicant's Name:__________________________

Position Referred to:________________________

Company Name:____________________________

Referred by: (Employee Name)___________________

Company Name:____________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

For Human Resources Only

Employee Receiving Bonus:____________________
Company Name:____________________________
Referred Employee:_________________________
Company Name:____________________________
Date of Hire:______________________________
Ninety Day Date:___________________________
Charged to BU/Department# ___________________
H.R. Signature:____________________________
Bonus check to be given to:____________________
Bonus Amount: ____________________________

**Referral bonus amounts may vary within IDG. Check with your Business Unit's HR Department for details.*

IDC recognizes outstanding analysts, Corporate Services staff

1999 Corporate Services Partnership Awards

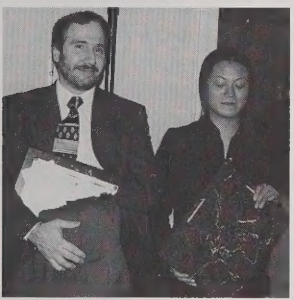
Hodges** (left) and **Francy

- Research Director **Judy Hodges** for supporting IT and Sales in IDC's acquisition of a CRM solution.
- Group Operations Manager **Doreen Francy** for supporting both IT and the research community in the rollout of new applications (Inquiry, Tracking, Phoenix and Sedona).
- Research Director **Mark Levitt** for supporting HR in analyst training initiatives.

Corporate Services Rookie of the Year

HR Assistant **Carolyn Burton**

CIS Analyst Rookie of the Year



*Winner (tie): Research Analyst **David Tapper**, Services Group; Associate Analyst **Weili Su**, Peripherals Group; Not pictured: Research Manager **Albert Pang**, Software Group, runner-up.*

Amidst last month's seasonal festivities, two groups of IDC employees reaped rewards at IDC's holiday party in Framingham, Mass. The analyst honors are a new set of awards proposed by IDC's Management Advisory Council to augment the existing analyst recognition program. They will be given annually, as will the new Corporate Services Awards.

1999 Corporate Services All-Stars

*These All-Stars demonstrated excellence in their specialties. (L-R): Web Publisher **Michelle LaJeunesse**, IP&S; Receptionist **Rosemary Pickett**, Telecom; Mailroom Team Leader **Lloyd Kosh**, Office Services; Group Marketing Manager for Consulting **Megan Muratore**, Marketing; Financial Analyst **Demetra Georgakopoulos**, Finance; Desktop Publishing Specialist **Donna Silva**, PS&T; Senior Applications Development Specialist **Paul Mouradian**, IT. Not pictured: Manager, Systems & Communications **Mark Hall**, IT; Systems Administrator for IDCNet **Frank Hare**, IP&S; Senior HR Representative **Moira Keating**, Human Resources.*

Most Prolific Author (Most IDC Document Points in 1999)

Winner (tie): **Loren Loverde** and **Dan Kuznetsky** (53 points); Runner-up: **Alexandra Martinez** (51 points) and Honorable Mention: **Carey Azzara** (49 points)

Loverde

Martinez

Best-Selling Author: CIS Bulletin (Most $ Sales in FY99)

Winner: **Meredith McCarty-Whalen** for "Worldwide Application Service Provider Review and Forecast" ($50,000)

Most Popular Author: CIS Report (IDCNet Downloads in 1999)

There were two winners and one honorable mention:

PHOTOS BY ARDEN PORT

*Winner, Most Downloads Per Day (L-R): **Gary Ingram**, **Richard Heiman**, **Steve McClure**, **Clare Gillan** and (not pictured) **Paul Mason** and **Stephen Hendrick** for "1999 Worldwide Software Review and Forecast" (18 downloads a day over 66 days).*

McCarty-Whalen

Winner, Most Total Downloads: **Meredith McCarty-Whalen** for "Internet and eCommerce Services Market: A Competitive Segmentation" (2,743 downloads)

Glasheen** and **Gantz

Honorable Mention, Downloads: **John Gantz** and **Carol Glasheen** for "The Global Market Forecast for Internet Usage and Commerce," (14 downloads a day for 188 days, 2,643 total downloads)

Best-Selling Author: CIS Report (Most $ Sales in FY99)

Winner: **Albert Pang** for "Internet Commerce Software Applications" ($106,000); Runners-Up: **Randy Giusto, Jill House, Randy Giusto** for "It's a Small, Small World: WW Smart Handheld Devices Market Review and Forecast" ($80,000)

noteworthy people

Datz

Kalin

Santosus

Duffy

Barker

Sepe

IDG WORLD UPDATE PHOTOS

Promotions

CIO Features Editor **Todd Datz** has been named senior editor. "On the Enterprise team, he served as editor of Plugged-In, which he made one of most well-read, entertaining and informative sections of Enterprise," said *CIO* Senior Editor **Alice Dragoon**. "As an editor, Todd is positive, constructive, helpful and offers great guidance in shaping stories and packaging them well. He has also made time to write several features, including the much-forwarded IT primer 'How to Speak Geek.' Todd's look at African-American CIOs is the cover story of the first issue of the new *CIO*."

CIO's **Sari Kalin** moves up from senior writer to senior editor. "Sari has proven herself to be not just an adept, authoritative, award-winning writer of e-commerce features, but she has become a strong trend-spotter, which is the mark of an expert," said CIO Senior Executive Editor **Rick Pastore**. "Sari's earned a reputation for being extremely dedicated to high quality — she never settles for 'just good enough.' She's also been a versatile and flexible team player and team leader."

CIO's **Megan Santosus** makes the move to senior editor, Opinion from features editor, Web and Print. "Megan's [promotion] reflects her managerial responsibility for this vital new section that runs in every issue," noted *CIO* Senior Executive Editor **Rick Pastore**. "Megan has also taken on managerial responsibility for four of our writers."

CIO Staff Writer **Daintry Duffy** is now a senior writer. "In a year and a half, Daintry has gone from a relatively green journalist to a highly productive and inventive reporter and writer of 'smart' copy that brings life and relevancy to topics from cultures and cubes to Y2K," said *CIO* Senior Executive Editor **Rick Pastore**. "Her stories are fun reads and always useful no matter how soft the topic might be."

CIO Senior Graphic Designer **Hana Barker** moves up to associate art director, Web and Print. "Expanding on her current role, Hana becomes our design liaison between print and the Web," said **Mary Lester**, *CIO* executive director, Art and Design. "She will attend issue meetings looking for Web connections to upcoming stories. One or more designers on each issue team will be encouraged to become regular Web contributors, in conjunction with their print responsibilities, working with Hana to learn HTML, Flash, Photoshop, or other Web tools."

CIO Associate Graphic Designer **Jessica Sepe** has been promoted to graphic designer. "Jessica's masterful handling of the year-end 'Decoding the Past/Inventing the Future' issue caps off a year of consistently fresh design solutions," noted **Mary Lester**, *CIO* executive director, Art and Design. "She pushes for excellence but manages to make it look like fun."

PC World Senior Associate Editor **Michael Lasky** has been named senior editor. "[We know] Michael as the guy who writes great headlines and generally livens up the stories he touches," said Senior Editor **Brad Grimes**, "but our readers know him (whether they realize it our not) for his pioneering work in a highly popular area of personal computing: free stuff. Michael oversaw the first 'Best Free Stuff Online' and helped make it the *PCW* franchise it is today. Aside from his knowledge of all things *gratis*, Michael has played a key role in our coverage of application suites, personal digital assistants and small office/home office products."

New employees

IDG Games Media Group has hired **Jacob Blackford** as an assistant editor. He was previously a reporter with *The Express-Times* in Easton, Pa. He graduated from Gettysburg College with a B.A. in history and likes to backpack and hike.

Stacy Lawrence is *The Industry Standard*'s newest staff writer in the Metrics department. She was previously a research analyst at Iconocast and holds a B.A. in independent study from New York University and an M.A. in sociology from the University of California/Berkeley.

Previously a senior product support specialist at Snap/NBCI, **Alice Wang** is now a designer for *The Industry Standard*'s Metrics department. She earned a B.A. in social welfare from the University of California/Berkeley and an M.A. in social work from New York University. She enjoys gardening, reading and cooking.

The Industry Standard's newest business planner is **Chris Bell**. He was previously an associate at Navigant Consulting, a litigation and valuation consulting firm. He holds a B.S. in business from the University of California/Berkeley and enjoys scuba diving.

Transfers

Keith Shaw, previously a graphics coordinator with *Computerworld*, is now a reviews editor with *Network World*. He has a B.S. in newspaper journalism from Syracuse University and enjoys golf, tennis, softball and computer games.

Liz Hall makes the move from the U.S. East coast to the West and from her position as conference manager with IDG World Expo to *The Industry Standard* where she holds a similar position. She earned a B.A. in sociology from the University of Rhode Island and likes to snowboard and hike.

Kathy Badertscher, most recently assistant managing editor at *InfoWorld*, is now executive editor at Linux-World.com, part of ITworld. Earlier in her IDG career, Kathy was production manager at *The Web* magazine and assistant production manager at *PC World*.

Information for Noteworthy may be sent to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28

Joseph Levy *IDG Communications*

25

Joanne Oteri Capolino *Computerworld*

23

Maureen Burke *Computerworld*

20

Klemens Paunert *IDG Germany*

18

Renee Pierce *IDG*
Kazuhiro Hara *IDG Japan*

17

Beverly Wolff *Computerworld*

16

Paula Foss *Computerworld*
Mark Winther *IDC*
Donna Sparrow *IDC*

15

Maureen Rondeau *IDG*

13

Claudia Sears *IDG Research*

12

Anita Trembley *Computerworld*

11

Rose Marie Zeno *IDG*
Kenneth Fuller *IDG*
Dorothy Cronin *IDG*
Amy Hanania *IDG*
Miriam Karlin *IDG*
Denise Elkins *IDG Australia*

10

Diane Garza *IDG*
Lillian Richard *IDG*
Sean Maguire *Computerworld*
Ingela Havaas *IDG Sweden*

9

Rebecca Sykes *IDG News Service*
Mark Hanson *IDG*

8

Peter Bochner *CIO*

7

Deborah Temple *IDG*
John Brillon *Computerworld*
Andrea Trigila *IDG Argentina*
Arlene Braithwaite *FCW Government Technology Group*

6

Janis Wikander *CIO*
Cathy Garland *IDG*
Joseph Mola *Computerworld*
Junaidi Aris *IDC Indonesia*
Gary Ingram *IDC*

5

Tomasz Janos *IDG Poland*
Robert Gleason *IDG*
Patricia Reilly *IDG*
Jeffrey Heather *IDG*
David Waugh *Computerworld*
Karin Bjorkin *IDG Sweden*
Richard Bailey *Macworld U.K.*
Mustafa Mustafa *Macworld U.K.*
Andrew Birmingham *IDG Australia*

4

Leonard Ganz *CIO*
Lisa Kerber *CIO*
Sue Waring *IDG World Expo*
Melissa McCleery *Computerworld*
Barbara Cosseboom *Computerworld*
Derek Coombes *PC Advisor*
Jean-Francois Macanda *IDG France*
Dawn Scalise *IDC*

3

Heather Beauton *CIO*
Susan Watson Sutkowski *CIO*
Sharon Machlis Gartenberg *Computerworld*
Richard Broughton *Computerworld*
Mick Lockey *PC World*
Samantha Ritchie *IDG U.K.*
Roger Kay *IDC*

2

Thomas Pitkin *CIO*
Christine Moloney *ID*
Connie Alvero *IDG*
Michael Barbato *CIO*
Matthew Duffy *Computerworld*
Josepha Jobe *IDG France*
Hedwige de Barmon *IDG France*
Laura Mason *IDG Australia*
Elisa van Dam *IDC*
Kelly Clarke *IDC*

1

Christine Ang *Computerworld Singapore*
Kim Kirmelewicz *IDG Paper Services*
Shellie James *CIO*
Sandra Beckmeier *CIO*
Cynthia Morgan *Computerworld*
Stacy Collett *Computerworld*
Matt Donham *PC World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

For Network World's Kate Zinn sales "ad" up to trip to Paris

IDG WORLD UPDATE

Zinn

When *eDirections*, a custom publication being produced for Microsoft debuts at IDG's Windows 2000 Conference and Expo on Feb. 15, it will boast 42 pages of ads in its 84-page folio. Of those 42 pages, an impressive eight were sold by **Kate Zinn,** district sales manager, Northeast/Canada at Network World. For her efforts, Zinn has won a trip for two to Paris. "This contest was open to all IDG sales reps in the U.S., and everyone did a great job of helping us meet our goal of 42 pages," said **Catey DeBalko**, vice president, marketing at IDG Communications. "We especially thank Kate for her diligent effort on behalf of this project."

Peacock Awards

continued from page 1

Waxman was honored for "her relentless drive to rebuild the channels business, her outstanding research on white boxes [no-name PCs] and emerging channels such as the Internet, and her tremendous financial contribution to the company." During the course of the 1999, she authored 26 bulletins and two databooks, launched two multi-client studies and introduced a new Continuous Information Service on Communication Channels that has yielded significant revenue. Waxman joined IDC in 1997.

"A prolific and precise writer" of both standard IDC research deliverables and white papers, Byron has impressed customers with both the quality and the quantity of his research. He is supremely adept at leveraging electronic technology to track and manage information on the more than 10 markets he covers, and he's never missed a research or project deadline in his four years at IDC. Even while handling a full complement of regular responsibilities, Byron often volunteers to take on more team tasks to benefit the Application Strategies group as a whole. WU

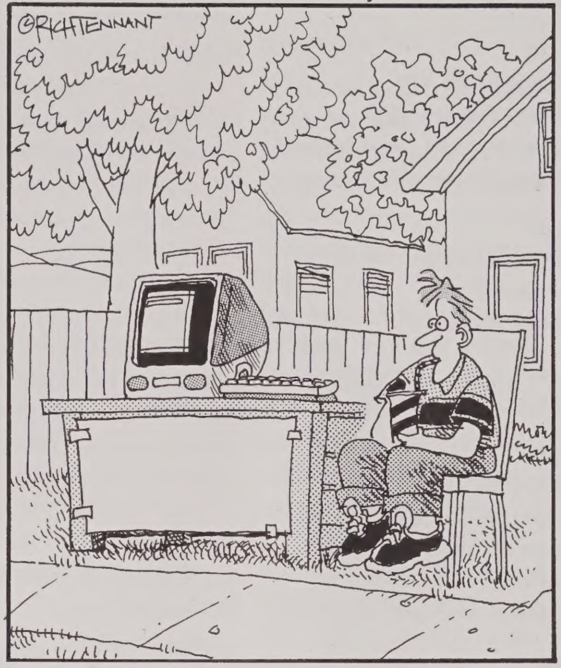
off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Feb. 22.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.

The 5th Wave By Rich Tennant



Webby Awards climb Nob Hill

Reaching new heights in its fourth year, The Webby Awards (www.webbyawards.com) will take place May 11, atop San Francisco's famed Nob Hill. The Webby Awards are the leading international honors for Web sites. Although San Francisco has been home to the Webbys since their inception, The Webby Awards 2000 marks the first time that the event will be held in the historic Nob Hill Masonic Center. The majestic Grace Cathedral will play host to the pre-show VIP party. **Tiffany Shlain**, founder and director of The Webbys, said more than 3,000 celebrities, Internet industry VIPs and Web developers from 28 countries will attend the ceremony.

Upcoming events

LinuxWorld Conference and Expo
Feb. 1-4
Jacob Javits Center, New York
Contact: IDG World Expo
Tel: 800-657-1474
www.linuxworldexpo.com

DEMO 2000
Feb. 6-9
Renaissance Esmeralda Resort
Indian Wells, Calif.
Contact: IDG Conference Management
Tel: 650-525-3488, www.demo.com

Windows 2000 Conference and Expo
Feb. 15-17
The Moscone Center
San Francisco
Contact: IDG World Expo
Tel: 508-879-6700
www.windows2000expo.com

Macworld Expo/Tokyo
Feb. 17-19
Contact: IDG Japan
www.idg.co.jp

IDC Directions 2000
March 6
San Jose, Calif.
Contact: IDC
Tel: 508-872-8200
www.idc.com/Events/

IDC Latin America Breakfast Briefing
Low-Cost PCs and the Future of the PC Market in Latin America
March 14
Biltmore Hotel, Coral Gables, Fla.
Tel: 305-267-2616, www.idc.com/idcla

Executive Q&A

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braries and simple product reviews when making complex buying decisions.

The ITworld.com network, which debuts Feb. 15, includes at launch brands like *Computerworld*, *InfoWorld* and *Network World* that have decades of credibility and visibility with the target audience. And the launch includes an aggressive marketing campaign to introduce the network, including a theater presentation at the Windows 2000 Expo, a bold print advertising campaign, radio advertising in key geographic markets, significant online advertising, along with sweepstakes promotion, direct marketing and a highly coordinated PR effort designed to build momentum and 'buzz.' Existing and new users of IDG content will be introduced to the new network structure including the universal navigation system, core new search functionality such as AgentIT and a whole suite of new services designed to more fully provide serious computer buyers with the broadest array of information to help them be more efficient and productive.

This marketing campaign will explicitly challenge the assumption that page views — or other measures of gross quantities — are the most meaningful measure of success. Ironically, the PR war of who has more visitors misses the underlying value of the Web itself in its attractiveness and capabilities as a highly targeted, focused medium. To date, no one has challenged these assumptions. That will change.

IDG WorldUpdate

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4.000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

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Macworld Expo/San Francisco breaks U.S. attendance record

Like rules, attendance records are made to be broken. With 85,179 attendees, this year's Macworld Expo/San Francisco drew 9,000 more people than the record-breaking 1997 show and 23% more showgoers than last year's event.

"By all accounts this was the biggest and best Macword Expo of all-time," said **Nicole Derany**, show director with IDG Expo Management Co. "In addition to the new attendance record, many exhibitors told us they sold more software and hardware and generated more sales leads than at any previous Macworld Expo."

The 16th annual trade show and conference, held Jan. 4-8, also drew 500 exhibitors to San Francisco's Moscone Convention Center. Derany attributed much of the attendance growth to the interest in the hundreds of new products being introduced by the exhibitors.

"Macworld Expo was extremely successful for the Mac Publishing group as well," said **Sharon Sanderson**, marcomm manager for Mac Publishing, LLC. The week began with the presentation of *Macworld* magazine's 15th annual Editor's Choice awards honoring 1999's best and most innovative products. Twenty-six awards were presented at the San Francisco Museum of Modern Art with actor

Macworld
EXPO
MOSCONE SOUTH
CONFERENCES AND EXHIBITS
JANUARY 5-8
www.macworldexpo

IDG WORLD UPDATE

Macworld Expo/San Francisco attendance increased by 23% over last year.

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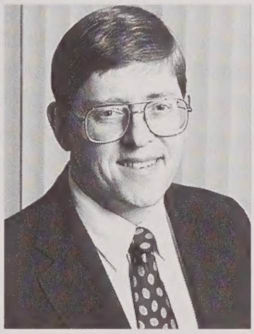
Smooth sailing for IDC's Project Magellan

IDC's Project Magellan may have sailed off into the sunset, but the high-profile Y2K media event was an unqualified success and is still garnering publicity for the company.

With 43 analysts in 38 countries around the world calling in as the new century dawned, IDC Chief Research Officer and Vice President **John Gantz** and his team in Framingham updated the Web site (www.idc.com/magellan) and a special telephone line with real-time reports throughout Dec. 31 and Jan. 1. Those reports were read and reported on by more than 150 television and radio news organizations in the days immediately surrounding the rollover. Altogether, 13,763 visitors logged onto the Magellan page over New Year's weekend — more than the entire IDC site attracts on an average weekday.



Project Magellan Team Leader ***John Gantz*** *said he was extremely pleased with the participation of so many IDC analysts during the Y2K rollover.*

"This initiative was tremendously successful," noted IDC Senior Vice President, Worldwide Marketing and Operations **Vicki Brown**. "It got IDC hundreds of press mentions in traditional print, TV, radio and online media. And we've actually received even more press coverage since Jan. 1 as the media has needed to understand the implications of the money that had been spent on Y2K remediation."

"I was delighted by the participation of our analysts in the Magellan project and by our foresight in creating a model of the impact of Y2K that could be changed on the fly," Gantz said. "By noon on Dec. 31 it was apparent that Y2K would be of minimal impact. That gave us time to adjust our impact model by mid-afternoon on Jan. 1 so we could of-

continued on page 5

ICe slated for European debut Sept. 19-21

Germany will be the seventh country to welcome Internet Commerce Expo (ICe) when it debuts at the Düsseldorf Trade Fair Center Sept. 19-21. The expo and conference originated in Atlanta in 1996 and has subsequently been organized by IDG affiliates in Japan, Hong Kong, Singapore, China and Taiwan.

Munich-based IDG World Expo GmbH will produce ICe in cooperation with IDG's Germany publishing companies. The event targets corporate decision makers in need of e-business solutions. Approximately 150 exhibitors and 10,000 visitors are expected at ICe, which, unlike many other online-related events in Germany, targets the professional user.

ICe will be held in conjunction with komm2000, an annual event produced by Musik Komm that focuses on digital market management, online advertising, media finance and e-strategy. More information on that event can be found at www.musikkomm.de.

In addition to ICe, IDG World Expo/Munich produces ComNet Prague and, in conjunction with Messe Düsseldorf, the bi-annual digiMedia event.

For more information on ICe, go to www.iceexpo.de or contact IDG Magazine Managing Director **York von Heimburg** at yvonheimburg@idgmagazine.de.

newsworthy in brief

IDG Bulgaria elects national IT People of the Decade

Christmas is a time for giving, so at its annual Christmas party IDG Bulgaria and more than 500 guests raised money for a home for orphaned children and teenagers in a village near the capital of Sofia. The business unit also gave out seven awards to local IT professionals who made the most significant contributions to the nation's IT industry, as well as two Readers' Choice awards for IT Businesswoman and Businessman of the decade.

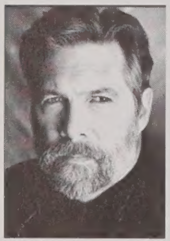
IDG Bulgaria closed out 1999 with a flurry of activity. In November, the company brought high-ranking representatives from Microsoft Corp. and Compaq Computer to a two-day conference in Sofia attended by more than 150 of the firms' Bulgarian clients. The meeting also included members of the state government and leading local IT firms, including ProSoft, Risk Electronics and Express Consult.

In December IDG Bulgaria organized its first "E-Government and the Information Society" conference, in which government officials and leading Bulgarian IT businesspeople discussed the problems facing Bulgaria's IT society. **Steve Frantzen**, director of IDC East Central Europe, said in a speech that Bulgaria is on the right, if slow, path to the digital era. Government officials expressed readiness to stimulate the local IT economy by eliminating all import duties on IT products and increasing the battle against corruption.

IDG Bulgaria staff and Managing Director ***Tatiana Hinova*** *(center, front, with scarf) relax at their holiday party.*

CIO's *Darwin* will help non-IT execs survive and thrive in information age

Levy


McCreary

Genovese

CIO Communications, Inc. plans to launch a bi-monthly business publication and companion Web site in June for the growing number of business executives who want to survive and thrive in the information age.

Carrying the tagline "Business Evolving in the Information Age," *Darwin* will fill the gap between traditional business media and new-wave Internet magazines. The name derives from Charles Darwin, best known for his theory of evolution. As the relationship between business and technology continues to evolve, *Darwin* will help business executives understand and master the essential tools for future profitability.

"Darwin will be a *CIO* for the other "Os" said **Joe Levy**, founder of CIO Communications, Inc. and current CEO and president of IDG Communications. "CEOs and other non-IT executives loved the editorial and the concept behind *CIO Enterprise*, [which was recently folded into *CIO*], but they didn't have the level of affinity toward it like the CIOs do for *CIO*, perhaps because the name didn't apply to them. This audience needs a publication with its own name and identity that reflects what CEOs need to do: change and adapt for survival."

Darwin will help senior business executives understand how to collaborate with the in-house technology functions and become more astute in measuring accountability for the success or failure of technology initiatives.

Lew McCreary, former editorial director of CIO Communications, will be editor-in-chief of *Darwin*. "Our intent is for *Darwin* to help senior non-technology business executives become more effective leaders, strategists and partners in their companies' use of all types of technology, not just the Internet," he said. "By providing information on identifying and choosing various technology-enabled business solutions, *Darwin* will deliver real value as IT and business evolve."

Business Evolving in the Information Age
darwin
Upending Your Culture
How Technology Can Help Employees See Things Differently

McCreary will lead an editorial team composed of new columnists and writers as well as select editors from *CIO*. **Frank Genovese**, formerly vice president of business development for *CIO*, will serve as publisher.

"We are uniquely focused on the information needs of a largely under-serviced segment of the market: non-technology executives charged with making IT decisions integral to the growth of their company," said Genovese. "For this segment, we make the link between an understanding of how technology works with a vision of how it will impact business operations and the bottom line."

Darwin will have a targeted, controlled circulation of 150,000 senior business executives that include corporate officers and vice presidents from the Fortune 1000 and beyond. Plans call for the oversized, perfect-bound magazine to have 160 pages and a 50/50 ad/edit ratio.

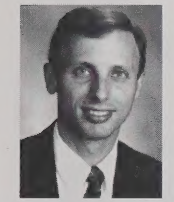
The Darwin Web site, www.darwinmagazine.com, will feature research centers with content specific to executives' technology information needs, opinion columns and the editorial published in print. Between now and June, the site will feature more information about the *Darwin* editorial mission as well as marketing and subscription information.

For more information, go to www.darwinmagazine.com or contact CIO VP, News and Information **Susan Watson** at swatson@cio.com.

back to basics

Primer

Forecasting and Analysis at IDC



Mark Levitt wears several hats at IDC. He is research director of Collaborative Computing as well as analyst trainer and curriculum developer. Mark started at IDC in 1989 as a PC Hardware and PC Software analyst. Mark can be reached at mlevitt@idc.com.

Analyst speak

- **Sample** A smaller group of people who represent a larger group of people in whom you are interested when conducting a survey, such as IT managers in Fortune 1000 companies.
- **Competitive analysis** Comparison of the relative strengths and weaknesses of a group of competing entities such as vendors, products, services, channels, etc.
- **CAGR** Compound annual growth rate that represents growth from the first year to the last year of the relevant period without regard for the interim years.
- **Methodology** How a particular research effort is accomplished such as whether a demand-side user survey is conducted by telephone or the Web.
- **Taxonomy** In IT it is an orderly classification of companies or markets, such as how PC servers, desktops, notebooks and subnotebooks fit into the overall PC market.
- **Market share** The percentage of a market represented by an entity that competes in the market such as a vendor, product, platform, technology, etc.
- **Forecast assumptions** The predictions and thoughts on which the forecast is based, such as whether the overall economy is going to be strong or weak or whether a new vendor will enter the market in the coming year.

Q What does a typical analyst do all day?

A Most analysts juggle some or all of the following: working on market forecast and analysis documents; preparing and reviewing research documents for publication; responding to client inquiries; meeting with clients and prospects to gather information and share insight; providing analysis and quotes to the press; and working with people from sales, marketing and other departments. Specialized analysts focus their efforts on one of the following: managing inquiries from IDC's vendor, financial or user clients; conducting demand-side primary research; and working with clients and other analysts on custom consulting projects.

Depending on the time of year, analysts dedicate two-thirds or more of the day to creating annual market forecast and analysis documents. This involves collecting supply-side (vendor) information from public materials and through interviews and surveys, examining demand-side (user) survey results, creating market forecasts, writing vendor profiles and competitive analysis, and writing insightful market analysis including key assumptions and messages for the future. The rest of the day is spent responding to questions from clients about published documents or related topics and writing bulletins or shorter IDCFlashes to provide timely analysis of what is happening in the markets they cover. When custom consulting projects appear, analysts need to make time for this work as well.

Q How does an analyst collect data?

A Analysts gather information from many different sources including Web sites, face-to-face and conference call meetings, Web surveys, telephone and focus group interviews, trade and business articles, financial statements, e-mail distribution lists, as well as other analysts. One challenge is to sift through the tremendous amount of available information for the items that are needed for insightful market forecasting and analysis. Another is to fill in gaps when the information does not exist or is closely guarded by its owners. This requires analysts to rely on a variety of available information to arrive at thoughtful assumptions and, where necessary, educated guesses.

Q What is involved in the analysis process?

A When examining a market or vendor or technology, analysts answer the same questions that every good article should answer: "who, what, why, where and when." To provide the value-add that our clients want, analysts spend much of their time explaining "why," i.e., what factors were responsible for it and why it is significant in relation to the larger market and the competition. This is done by gathering as many facts and opinions as possible, applying lessons learned from similar situations, and presenting the analysis in an effective way in light of the intended audience or client type (typically vendor, user or investment firms).

Q What constitutes a good forecast?

A A good forecast is one that is useful to clients because of its timeliness, credibility and accuracy. Forecasts that are published when needed by clients interested in the market, articulate the key assumptions underlying the forecast, and identify the key actionable messages needed by market players to be successful, provide clients valuable insights and predictions, not merely a collection of numbers.

Q Is doing IT market research different from conducting market research in other fields?

A Compared to other market research, IT market research relies heavily on the insight of analysts who bring to the table subject matter expertise in predicting the future and analyzing trends and players based on a variety of sources including supply-side and demand-side research. The pace at which IT markets change, especially since we entered the age of the Internet and World Wide Web, makes it impossible to rely heavily on demand-side user surveys because of the relatively short-term time frame in which most consumers and business users think about IT.

Q What kind of background do you need to go into the research field?

A Based on the wide range of backgrounds of current analysts, it is clear that no one background is required. Many analysts come to IDC from the press or vendor communities, while others join IDC as M.B.A. students or graduates. Here are the characteristics and skills that would help prepare analysts for work at IDC: write clearly; understand or be a quick learner of technology and market dynamics; ask probing questions and listen carefully to the answers; crunch numbers in spreadsheets; find information electronically; be creative in examining problems and solutions; arrive at, articulate, and defend opinions; deliver presentations in front of groups who will ask challenging questions; and provide quality customer service.

Macworld's Eddy Awards honor best of best

The night before Macworld Expo opened *Macworld* magazine announced its 15th annual Editor's Choice Award (the Eddys) at a ceremony at San Francisco's Museum of Modern Art. Eligible software and hardware products in 26 categories – from Best Acceleration Hardware to Best Educational Software — were released between Nov. 1, 1998 and Nov. 1, 1999.

"The Eddy Awards mark the pinnacle of success for any Macintosh product," said *Macworld* Editor **Michael Penwarden**. "Each year, Macworld evaluates hundreds of Macintosh products. This ceremony is our opportunity to recognize the best of the best: the most innovative, useful and polished products released during the past year."

Eddys were also given for Hardware Product of the Year, Software Product of the Year, Technology of the Year, Impact Product of the Year and the Distinguished Achievement Award.

Macworld magazine also presented nine Best of Show Awards The awards were presented by Editor-in-Chief **Andrew Gore** to companies whose products either made their debut at the show or were recently introduced. Additionally, *Macworld* editors had to see the products in action.

Eddy Awards
http://macworld.zdnet.com/2000/03/features/1999eddys.html

Best of Show Awards
http://macworld.zdnet.com/2000/01/expo/reports/bestofshow.html

Macworld Expo

continued from page 1

John de Lancie, best known for his role as "Q" on *Star Trek: The Next Generation,* acting as emcee. The magazine also chose nine new hardware and software products introduced at the expo for Best of Show Awards (see sidebar at left).

According to Sanderson, the *Macworld* booth was besieged with crowds throughout the week. The Macworld Live! Showcase featured daily interviews with the magazine's editorial staff and industry gurus as well as product demonstrations hosted by *Macworld* Contributing Editor **Chris Breen**.

In order to provide its online readers with better access to show coverage, Mac Publishing created a special Web page, Macworld Expo Central (http://macworld.zdnet.com/expo/). All the Mac Publishing sites ran a link to this location where expo news was consolidated.

"While several of our properties have posted trade show roundup pages in the past, this was the first time that we worked together as a team to combine content from all of our Web sites into one dynamic resource," said **Stan Flack**, vice president/general manager of Mac Publishing Online. "Without question, the Macworld Expo Central Web site represented the most comprehensive coverage of Macworld Expo anywhere in the world. Everyone who worked on this project is to be commended for an outstanding performance."

Sanderson said traffic to the site was enormous during the show and Mac Publishing Online plans to continue to report all expo coverage in this format.

IDG BOOKS WORLDWIDE
Meet the Autho
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Thursday
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*(L-R): IDG Books Publicity Manager **Andrea Burnett**, Associate Publicist **Stephanie Rodriguez** and Associate Publicist **April Whitney** take a break from selling Mac-related books at Macworld Expo.*

IDG Books sold more than 600 ...*For Dummies*, *Secrets* and *Bibles* books at their booth adjoining *Macworld* magazine's, pouring over $17,000 into their coffers. According to Associate Publicist **Stephanie Rodriguez** the week's top-selling titles were *iMac for Dummies, 2nd edition*; *Macworld Mac OS 9 Bible*; *Macworld Mac Secrets, 5th Edition* and *Mac OS9 For Dummies*. All books were offered at 20% off their list price, and more than 10,000 preregistered show attendees were sent coupons offering a 30% discount.

The next Macworld Expo will be held in New York July 19-21 at the Jacob Javits Center.

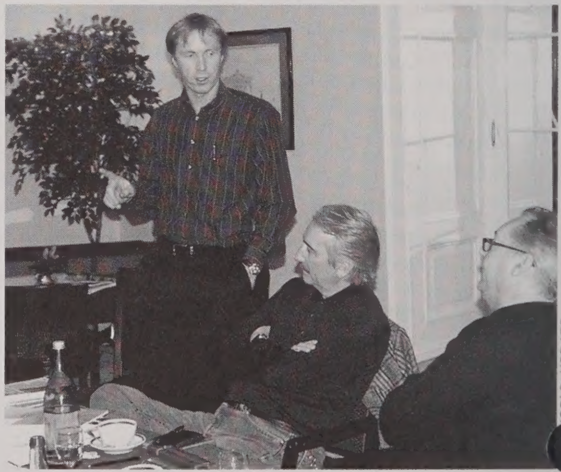
For more details go to www.macworldexpo.com, www.macworld.com or contact Sharon Sanderson at sharon_sanderson@macworld.com.

European managers meet; region mostly on plan

IDG's European managers held their most recent gathering earlier this month in Zurich. During the general session on the first day, IDG President and CEO **Kelly Conlin** briefed attendees on the company's first-quarter results. He noted that Q1 results in the U.S. were excellent, soft in Scandinavia and mostly on plan for the rest of Europe.

IDG Denmark Managing Director **Preben Engell**, who has taken over responsibility for JobUniverse following **Frank Quinn**'s resignation from the project, updated the managers on plans for that initiative, and **Paul Molenaar**, managing director of IDG Netherlands, outlined his plans for the Global Web Support Center, which he now oversees.

During the second day, each manager presented their year-to-date results to their Operational Review Boards (ORBs).



*IDG Magazine Verlag Managing Director **York von Heimburg** presents to members of his ORB, which includes **Gebhard Osterwalder**, managing director of IDG Switzerland (center), and **Kit Gould**, publisher of PC Advisor in the U.K.*

Monday, January 31, 2000

News Editor (CW) The news editor is responsible for co-managing the day-to-day operation of the print weekly news cycle and a staff of reporters in Framingham and several bureaus around the country. Position requires the ability to generate and shape story ideas; sharp, speedy editing skills; an ability to work under sometimes intense deadline pressures; and the capability to balance a number of competing demands generated from daily and weekly deadlines, the copy desk, writers, graphics, vendors, management and other sources. Print news Editors work in concert to determine the content of the weekly news section, from story concept to the writing, editing, graphics, layout and page proof stages. The job is cyclical and calls for intensive editing and juggling of tasks at certain times of the week. The news editor is responsible for maintaining an aggressive news focus and ensuring that Computerworld stories are tightly focused on the target audience, as well as clearly written and crisply edited. Position requires well-honed people management and staff recruiting skills, as well as a shift or more a week editing and posting news for our on-line news site. Other responsibilities include ensuring that all relevant news stories are considered in the course of a week, keeping abreast of the competition and technology trends; meeting and discussing (or pitching) story ideas with writers; representing the editorial department in vendor meetings as time permits; planning layout, story length, art elements and assigning deadlines; doing advance planning for special issues, show coverage and news features. Travel is required (to user sites, vendor companies and technology conferences) at least once every six weeks. The news editor must have a solid working knowledge of computer technology spanning desktop, network, and enterprise and management areas, with at least 5 years of direct high-tech reporting and/or editing experience. Demonstrated skill in managing a newsroom environment is preferred, but not a requirement. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Sr. Reporter (CW) Computerworld is seeking a Senior Reporter to cover e-commerce. This position requires daily and weekly deadline reporting for our news, business, technology print sections, and computerworld.com. The person in this position is expected to break news regularly, generate additional story ideas, and stay abreast of technology developments and computer industry trends. The successful candidate should have a journalism background with 4-5 years technology reporting experience in the computer trade press, business press, or general press. Position location is flexible. *Location: Open*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Online Developer (CW) Computerworld is seeking an Online Developer who is familiar with structured/object development methodologies. Candidate will be expected to work as part of our project teams that will be assigned to develop solutions for our online initiatives. This individual will be expected to have good client and team interaction skills, good oral and writing skills and ability to "think on their feet" in providing technical solutions. Candidates should have development skills in a client/server environment with Windows/Unix as operating systems, C/C++/VB PowerBuilder, CGI/PERL/TCL as scripting languages, Internet/Web design, HTML/XML. Candidate should have a Bachelor degree with 3 - 6 years' experience. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Field Marketing Executive (CW) Computerworld is seeking a Field Marketing Executive to own "B" and "C" level accounts, work with two Account Directors on "A" level accounts, pursue assigned advertising sales opportunities and prospecting territories, use solutions-selling techniques to create powerful sales and marketing strategies, and grow existing business from Computerworld customers. Heavy current emphasis on print advertising but requires the selling of multiple Computerworld products (print, on-line, research, custom publishing, events, book deals, etc.) to customers and their advertising agencies. Will also participate on the Field Marketing team to develop powerful sales tools for the national sales team. Advertising sales experience is required, preferably in the IT industry. Contacts in the computer industry a plus. Knowledge of technology, Internet Commerce and Telecommunications is also desired. Requires excellent verbal and written communication, superior organizational skills, and strong self-motivation skills. Closing skills and collaborative, creative problem-solving teamwork are also a large part of the job. A minimum of 3-5 years of experience in customer-focused sales environment and a bachelor's degree or equivalent work experience are required. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Interactive Sales Associate (GWAN) IDG Global Web Ad Network seeks Interactive Sales Associates to join the IDG G-WAN interactive sales team. This position works closely with ad sales representatives to build and maintain strong client relationships and reports to the IDG G-WAN Interactive Sales & Services Manager. The Interactive Services Associate coordinates internal 'pre-sale' activity with G-WAN sales team and IDG site representatives to develop, construct and deliver comprehensive online advertising proposals for prospective clients. Interactive Sales Associate is also responsible for overseeing all "post-sale" campaign activity, including campaign tracking and reporting, to ensure the timely posting and successful delivery of all campaigns. This is an excellent position for learning all aspects of Internet advertising. Ideal candidates will have strong administrative, computer and phone skills along with, preferably, 2-3 years business experience. Candidates should be able to work well both independently and as a member of the IDG G-WAN team. Responsibilities include: Proposal Development w/Sales Counterparts; Campaign Implementation; Campaign Tracking, Reporting - w/assistance of IDG.net GWAN Trafficking and Ad Serving Department; Campaign Reporting Campaign Analysis; General Client Service. *Location: San Francisco CA*
Contact: M. Crafts, Fax: 415-267-4558, Phone: 415-267-4528, Email: mark_crafts@idg.com

Group Operations Coordinator, eBusiness (IDC) The eBusiness research team is looking for Group Operations Coordinator to manage critical group support functions. The functions include publications support, client list / distribution management, light marketing support, internal group coordination, client communications support and general office support. Candidates must have strong Microsoft Office skills, work comfortably in a rapidly changing environment and thoroughly enjoy interpersonal work. The ideal candidate will have strong experience providing group support and be self-directed to identify opportunities for improvement and implement creative solutions. *Location: Mountain View CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Education Coordinator (IDC) IDC is seeking a Education Coordinator who will be responsible for all coordination and administration of all the IDC Education workshops and sessions. This position will be responsible for registration of participants, the production of all materials, tracking of attendance and evaluations for each course, room and hotel logistics as well as ordering of food and materials as well as set up and coordination of curriculum design and project teams meetings. They will handle the creation of all IDC Education marketing and materials and manage our Inside IDC Education website as well as bulletin boards. In addition, this position will be the project leader for the 5 day IDC Orientation program. To qualify the candidate must have at least 2-4 years of administrative experience, strong PC and organizational skills, the ability to work in a fast paced environment and manage multiple priorities with ease. Prior education/training experience is a plus *Location: Framingham MA*
Contact: D. Bernardi, Fax: 508-935-4432, Phone: 508-935-4361, Email: idc_jobs@idcresearch.com

Product Manager/ Senior Web Developer, WW Services Research (IDC) IDC is seeking a Product Manager/ Senior Web Developer who will be responsible for producing and maintaining software systems supporting Interactive (web-based) Products for IDC's Worldwide Services Industry Research Group. Additional responsibilities include ad-hoc project team leadership, application of best practice software engineering, mentoring and management of third-party development resources for adherence to IDC development standards. Qualifications for the position must include 3 years experience programming JAVA applications, 3 years of experience with HTML, CGI and ODBC, a strong knowledge of Microsoft Windows NT Internet services and excellent written and oral communication skills. Strong Project Management skills are also required. Exceptional candidates will have DBA skills with Oracle or Microsoft, development experience with Lotus Notes/Domino, experience with Internet search engine technology and will have previously worked in a publishing environment. *Location: Framingham MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Senior Web Developer (IDC) IDC is seeking a Senior Web Developer who will be responsible for producing and maintaining software systems supporting IDC's Internet and Extranet initiatives. These initiatives include e-commerce, subscription content delivery, the public Internet site and dedicated administrative systems. As the senior web developer additional responsibilities will include ad hoc project team leadership, application of best practice software engineering and mentoring. Qualifications for the position must include 3 years experience programming JAVA applications, 3 years of experience with HTML, CGI and ODBC, a strong knowledge of Microsoft Windows NT Internet services and excellent written and oral communications skills. Exceptional candidates will have DBA skills with Oracle or Microsoft, development experience with Lotus Notes/Domino, experience with Internet search engine technology and will have previously worked in a publishing environment. *Location: Framingham MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Technical Educator (IDC) International Data Corporation is seeking a technical educator who will be responsible for developing and delivering PS&T New Analyst training and documentation, XML authoring training and documentation, and related training and documentation. This person will run technical pilot groups, provide one-on-one training, classroom and group training sessions, create documentation and on-line help as well as be part of the IDC Education team. To qualify one must have 2-5 years of previous stand up training experience, previous background in writing documentation, the ability to travel, a wide breadth of knowledge of computer related products, as well as the ability to quickly pick up new tools and technologies. Must be computer literate with advanced knowledge of the Microsoft office packages as well as the ability to use Lotus Notes and the Web. Knowledge of XML or SGML is a plus. *Location: Framingham MA*
Contact: D. Bernardi, Fax: 508-935-4432, Phone: 508-935-4361, Email: idc_jobs@idcresearch.com

Web Developer, WW Services Research (IDC) IDC is seeking a Web Developer whose responsibilities will include processing and maintaining software systems supporting Interactive (web-based) Products for IDC's Worldwide Services Industry Research Group. Products include content management for subscription services (client access to reports and databases), new product definition and development, and integration with IDC's user authentication management systems. Qualifications for the position must include 2 years experience programming JAVA applications, 2 years of experience with HTML, CGI and ODBC, a strong knowledge of Microsoft windows NT Internet services and excellent written and oral communication skills. Exceptional candidates will be familiar with Oracle or Microsoft dba functions, development experience with Lotus Notes/Domino, experience with Internet search engine technology and will have previously worked in a publishing environment. *Location: Framingham MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

On-line Content Editor/Writer (IDC) IDC is seeking an on-line Publications editor who will serve as the Newsletter and on-line content editor to discern key information on industry trends and portray their significance in a cogent perspective for daily on-line and weekly email publication. The ideal candidate should be a fast learner who is able to assimilate information from various sources and turn data into meaningful, zesty pieces. Successful candidates will possess strong knowledge of the IT industry as well as excellent analytical skills and writing ability. Previous public speaking, business management, direct mail and marketing experience is a plus. Please include a one page writing sample on the importance of the Microsoft antitrust trial when applying. *Location: Framingham MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Research Director, Client Infrastructure Software (IDC) Seeking a Research Director to focus on Client Infrastructure Software. Responsibilities for this position will include conducting primary and secondary research, writing research deliverables, supporting and managing custom consulting projects, and responding to client inquiries. The ideal candidate for this position will have experience in, and extensive knowledge of, a wide range of infrastructure software, with an emphasis on any of the system management disciplines, including storage management. Must be a self-starter with excellent writing, presentation and analytical skills. A bachelor's degree in a relevant field is required. Advanced education especially in business or marketing would be a plus.*Location: Framingham MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Research Manager, Client Infrastructure Software (IDC) Seeking a Research Manager for Client Infrastructure Software Program. Responsibilities for this position will include conducting primary and secondary research, writing research deliverables, supporting and managing custom consulting projects, responding to client inquiries. The ideal candidate will have experience in and extensive knowledge of a wide range of computer operating systems, client management software, and other related system software. Familiarity with Windows 9X, Windows NT Workstation, Mac OS, Linux and Unix are essential, with knowledge of other operating systems being a major advantage. Candidates must be self-starters with excellent writing, analytical and presentation skills. A bachelor's degree in a relevant field is required. Advanced education, especially in business or marketing would be a plus. *Location: Framingham MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Senior Research Analyst, Worldwide Services (IDC) Focused on establishing a strong comprehensive coverage of the worldwide IT services industry, this senior analyst will be responsible for managing a research program that delivers executive level views of major trends shaping the global services industry. Part of this coverage requires crafting in-depth profiles of the leading global players and determining market shares. Frequent contact with the press, analysts from around the world, and senior services executives means the successful candidate will assume a high-profile position and possess excellent writing, presentation and quantitative skills. This position will involve international travel. Master's degree in a professional field such as business or international affairs is preferred with 5 to 7 years professional experience. *Location: Framingham MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Human Resource Manager (IDG Comm) IDG is seeking a dynamic, seasoned HR manager to join its West Coast Human Resources Services Division team. This individual will be responsible for managing the HR function for specified client groups, and participating in all aspects of HR including recruitment, training and development, employee relations, compensation analysis/planning, and organizational development. He/she will work closely with business unit heads to develop and implement a strategic plan for HR. The ideal candidate must have 6 - 8 years of HR generalist experience and a BA degree or equivalent, as well as excellent judgment, interpersonal, problem resolution, negotiation and written/verbal communication skills. The ability to effectively perform in a fast-paced, changing environment is a must. *Location: San Mateo CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

Graphics Specialist (IDG Comm) We are looking for a talented graphics specialist who will be responsible for the design of all IDG Communication's sales tools, presentations and marketing materials. Primary responsibility will be to create compelling and impactful PowerPoint presentations for the sales team to take out to our top clients. Secondary responsibility will be to assure a consistent look and feel across all other outbound marketing communications tools. 2-3 years experience in a graphic design/presentation design capacity. Proficiency in QuarkXpress, PhotoShop, Illustrator, PowerPoint and other design programs. Experience within the high tech field is preferred but not required. *Location: San Francisco CA*
Contact: C. DeBalko, Fax: N/A, Phone: 415-676-3003, Email: catey_debalko@idg.com

Acquisition Editor (IDG/B) The Acquisition Editor works under the supervision of the Publishing Manager to implement the market-driven publishing plan of the networking/certification team. Acquisitions editor will acquire 20+ titles in a year, negotiate with authors and work with an in-house team to create top selling books. The candidate must have deep knowledge of the computer industry, at least 2 yrs publishing experience in book publishing desirable, excellent communication and negotiating skills, and a proven track record acquiring and positioning individual and series titles. Must be able to multi-task and deliver results. *Location: Foster City CA*
Contact: D. Harris, Fax: 650-653-7513, Phone: 650-653-7194, Email: cajobs@idgbooks.com

On-line Content Editor (IDG/B) Acquisition Editor works under the supervision of the Publishing Manager to implement the market-driven publishing plan of the networking/certification team. Acquisitions editor will acquire 20+ titles in a year, negotiate with authors and work with an in-house team to create top selling books. The candidate must have deep knowledge of the computer industry, at least 2 yrs publishing experience in book publishing desirable, excellent communication and negotiating skills, and a proven track record acquiring and positioning individual and series titles. Must be able to multi-task and deliver results. *Location: Foster City CA*
Contact: D. Harris, Fax: 650-653-7513, Phone: 650-653-7194, Email: cajobs@idgbooks.com

Director, Distributed Computing (IDG/B) Seeking an experienced, "hands-on" professional to lead the design, planning, implementation, documentation, and support of internally developed client/server applications in LAN & WAN environment. Focusing on continuous planning, development, deployment, and maintenance of distributed applications that support IDGB's strategic direction. The primary objective is to establish an integrated, enterprise-wide approach to applications systems. The incumbent will have strategic and tactical experience leading multiple project implementations that are cross application and affect all aspects of the firm. The position requires the incumbent to keep staff & customers focused, manage deliverables, stay on schedule and ensure quality. The incumbent must be able to focus on details without losing sight of strategic goals and vision. Requires a BSCS or equivalent (professional certification a plus); 5+ years' systems development experience in a Windows NT environment, including 3+ years in a supervisory and project management role; Unix and Informix experience are also preferable; familiarity with Web server technologies; software implementation experience (publishing industry preferred); excellent leadership, negotiation, and analytical and written/verbal communication skills. *Location: Indianapolis IN*
Contact: S. Peters, Fax: 317-572-4360, Phone: 317-572-3360, Email: injobs@idgbooks.com

Training/QA Development Editor (IDG/B) This position supports the IDG/B Brand development team with the ongoing development and maintenance of its branded editorial training programs. Brand development management will perform the presentation of the training session, but the Training/QA Development Editor will assist in preparing for training sessions and will serve as back-up presenter. This position is also responsible for creating and managing a quality assurance program that evaluates both in-process and completed brand products. *Location: Indianapolis IN*
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: injobs@idgbooks.com

Financial Analyst - Sales & Marketing (IDG/B) The Financial Analyst for Sales and Marketing works with those departments to perform budgeting, expense analysis, and financial reporting. The analyst will also work on commissions and marketing incentive administration. College degree, accounting/financial courses or equivalent experience. A basic knowledge of accounting and finance is required to perform this position. The analyst must be flexible and able to prioritize various projects. Knowledge of MS Office, particularly Excel and Access, is necessary. Knowledge of financial systems, including the GL and budgeting programs (Hyperion Pillar) is helpful. Communication skills are a must in working with sales reps and management. *Location: Foster City CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

EDI Coordinator (IDG/B) Apply proven professional customer service skills to implement and administer EDI Systems while acting as the liaison between IDG Books and EDI customers. Responsibilities entail mapping, trading partner and transaction data, resolving problems and developing technical documents. Qualifications include an associate's degree or equivalent experience along with strong technical and interpersonal skills. Candidates must possess 2-3 years EDI experience and up to 2 years' EDI mapping/translation software use. Working knowledge of PC's, DOS and Windows 95 is also required. Familiarity with UNIX and technical writing experience helpful. *Location: Indianapolis IN*
Contact: S. Peters, Fax: 317-572-4360, Phone: 317-572-3360, Email: injobs@idgbooks.com

Graphic Technician (2nd Shift) (IDG/B) We seek creative and technically savvy overachievers with 2+years' experience using PhotoShop, Illustrator, and DeBabelizer in the Macintosh platform to join our awesome graphics team. Technical illustration and scanning skills are beneficial, as well as proficiency in QuarkXPress and Word. Knowledge of scripting languages a plus. You'll process screen captures, create technical illustrations and small graphics, and merge text and art in high-volume, deadline-driven environment. Responsibilities may also include some page design and color projects as needed. *Location: Indianapolis IN*
Contact: S. Peters, Fax: 317-572-4360, Phone: 317-572-3360, Email: injobs@idgbooks.com

Illustrator (IDG/B) We are seeking a motivated, self-starter to create, improve, name and organize illustrations and files for placement to IDG publications. This person will also update, maintain and publish icon and illustration hard copy libraries and electronic picture databases. Faster and better procedures to create and produce illustrations should always continue to be evaluated. A 2-year degree in technical illustration, or comparable field or 3 years of experience are required. A thorough knowledge of PhotoShop, Illustrator, and Freehand for the Macintosh system is essential for success. *Location: Indianapolis IN*
Contact: S. Peters, Fax: 317-572-4360, Phone: 317-572-3360, Email: injobs@idgbooks.com

Quality Control Technician (IDG/B) The QC technician must be a stickler for accuracy and detail. This team member will work in the production department and must have a working knowledge of Quark, and Mac OS with a very keen eye for detail. Additionally, this person must be familiar with blues, able to work on several projects simultaneously and in a fast-paced environment. You must also have excellent communication skills, proof reading abilities and proven ability to problem solve. At least one years experience in book publishing is desirable or in a related industry. *Location: Foster City CA*
Contact: D. Harris, Fax: 650-653-7513, Phone: 650-653-7194, Email: cajobs@idgbooks.com

Creative Director (IDG/B) IDG Books Worldwide seeks an innovative, highly motivated professional who will be responsible for all aspects of the conceptual identity, visual style, creative design and functionality of dynamic creative strategies that meet marketing and business objectives for highly successful branded products. Must have working knowledge of software applications (Director, Adobe, Photoshop, Illustrator, Freehand and Flash), development tools and procedures used in design creation and implementation. Demonstrated ability in developing creative solutions in a print and web based environment; degree in relevant field; 7+ years creative and conceptual problem-solving experience in a complex creative professional environment managing multiple projects (3+ years managing staff); commitment to sharing knowledge; strong listening and presentation skills. *Location: Foster City CA*Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Customer Services Representative (IDG/B) This challenging role requires heavy telephone contact, including assisting customers with orders, information requests, delivery clarifications and inquiries. Additional responsibilities entail processing incoming mail orders, return authorizations and catalog request and performing general filing, copying, faxing and word processing. Success demands 1-3 years' customer service experience, outstanding telephone communication skills and the ability to multi-task task in a fast-paced environment. PC skills, a strong team orientation and office skills are also needed. Preferred candidates will posses a college degree, publishing experience and proficiency in Word, Excel and PowerPoint. *Location: Indianapolis IN*
Contact: S. Peters, Fax: 317-572-4360, Phone: 317-572-3360, Email: injobs@idgbooks.com

Attorney (IDG/CSC) IDG's Legal Department is looking for an attorney who is interested in working as an independent contractor, approximately 16 to 20 hours per week. The ideal candidate will have experience working in a law firm or corporate law department, will be familiar with commercial transactions and be able to review and draft contracts and leases. *Location: Framingham MA*
Contact: J. Lynch, Fax: 508-935-4600, Phone: 508-935-4041, Email: julie_lynch@idg.com

Art Director (IDG/GMG) GamePro Magazine, the world's largest multiplatform gaming magazine, which is an IDG publication and a division of IDG, the world's leading IT media, research and exposition company is looking for an Art Director. Responsibilities include design and layout of editorial content for GamePro, corporate collateral, and managing staff of designers and freelancers. Must have 3+ years experience working in a design/ad agency, publishing, or an equivalent creative, deadline sensitive environment. Four color Macintosh production proficiency, particularly, Illustrator, QuarkXpress, and Photoshop a must. Must be self-motivated, spontaneous, organized, creative, and accurate, with a desire to be part of a fast-paced, entrepreneurial team. Interest and knowledge about video games and popular culture a plus. Email cover letter, resume and salary requirements. *Location: San Francisco CA*
Contact: FMAO, Fax: 415-546-5225, Email: fmao@gamepro.com

Customer Service Representative (IDG/GMG) GamePro Magazine an IDG publication and a division of IDG, the world's leading IT media, research and exposition company is looking for a Customer Service Representative in our Circulation department. This position will coordinate all facets of customer service for GamePro magazine, including, phone, mail, and on-line inquiries. Primary duties include handling general inquiries and resolving subscription problems with fulfillment service bureau. In addition will coordinate several key Circulation programs. Requirements include excellent verbal and written communication skills, cheerful disposition, attention to detail, and proficiency in Word, Excel, and DB programs. Prior customer service and/or administrative experience a plus. Email covers letter, resume and salary requirements. *Location: San Francisco CA*
Contact: T. Nemiro, Fax: 415-267-1742, Phone: 415-978-3203, Email: Tracy_nemiro@idg.com

Sales Associate (IFW) Sales Associate will provide multi-functional support to the Regional Sales Manager. Working as part of the sales team, the Sales Associate will maintain sales/client files, and databases, provide ongoing customer service to clients, facilitate ad production and provide general administrative and office support. Requires 2 - 4 years business experience including excellent phone skills and strong PC skills (word-processing, spreadsheet and database systems) to include familiarity with the Microsoft Office, Lotus Notes, ACT! systems. Candidates must be flexible, motivated to learn and able to manage multiple tasks. *Location: Rochelle Park NJ*
Contact: B. Simkin, Fax: 650-312-0668, Phone: 650-312-0669, Email: resumes@infoworld.com

Customer Service Representative (IS) Headquartered in San Francisco and located on the Web at www.thestandard.com, The Standard is the essential source for intelligence on the Internet Economy. We currently have an opening for a Customer Service Representative in the Consumer Marketing Department. The customer service representative will be responsible for responding to The Standard's day to day incoming consumer calls and emails in a courteous and efficient manner while maintaining customer satisfaction as a priority. Duties will include but are not limited to: responding and following-up with webmaster email received from customers, follow through to customers who have purchased products from the intelligence store, provide fulfillment to customers requesting sample copies, and responding to contacts, escalation's forwarded by remote locations. The ideal candidate will have previous experience in a customer service role, preferably in a publishing or advertising environment. Strong written and communication skills, the ability to handle multiple tasks simultaneously, and attention to detail are required. *Location: San Francisco CA*
Contact: T. Lin, Fax: 415-733-5401, Phone: 415-733-5485, Email: tommyl@thestandard.com

How-To/Help Editor (Mac Pub) Macworld.com is looking for a How-To/Help editor. This editor will be working with the print magazine's help and how-to department to organize existing instructional content and generate original on-line instructional content. This position will not only involve organization of content, but substantial writing and editing work, as well as opportunities to grow a base of knowledge and contribute to our print magazine. Macworld is the leading publisher of information for Apple Macintosh users. We're rapidly expanding our Web presence, and intend to become the primary place where Mac users, be they novices or experts, can learn how to use their computers more effectively. *Location: San Francisco CA*
Contact: J.Snell, Email: jsnell@macworld.com

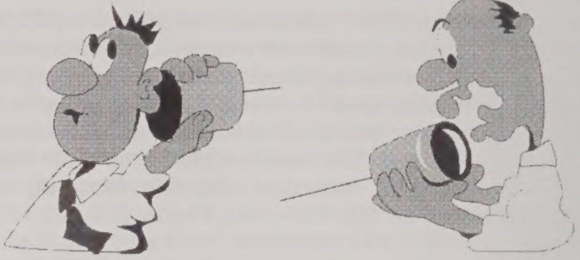
Senior Editor (NWW) Network World is looking for a technically astute, highly motivated person to serve as a Senior Editor. The ideal candidate will be interested in breaking new, have strong writing skills, and knowledge of the networking and computer industries. Candidates should have at least 2-4 years reporting experience on information technology and a proven ability to break news. This position is located in the Bay Area. *Location: West Coast*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

Network Specialist (NWW) A great opportunity exists for an experienced Network Specialist. Responsibilities will include managing server configuration, installation, maintenance, and backups. You will also Troubleshoot LAN problems and network connectivity in our local and remote offices. In addition, the successful candidate will provide telecom functions such as managing our Lucent Definity switch and assisting in the plans for cellular and office telephone systems. 1 -2 year's minimum related experience including NT 4.0, Windows 9.X, TCP/IP, experience with Compaq and 3 COM equipment and end user support. Good communication and technical troubleshooting skills a must! Unix and Telecom experience are a plus! *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

Applications Developer (PCW.com) Working in conjunction with the editorial, business and technology staffs, the Applications Developer will be responsible for conceiving, implementing and improving complex on-line technical and business systems, and for developing programming applications and technical solutions for PC World Communications' on-line businesses. Candidates should have a solid working understanding of web development using Perl, TCL, Shell Scripting HTML and XML, coupled with strong SQL skills and familiarity with Oracle's database environment. Previous development work using a mid-tier development platform (e.g., Vignette StoryServer, ASP, JSP) a very strong plus. Problem-solving skills, multi-tasking abilities and a team-oriented attitude are essential. *Location: San Francisco CA*
Contact: N. Bailey, Fax: 415-442-1891, Phone: 415-978-3235, Email: newton_bailey@pcworld.com

IDG Employee Referral Bonus Plan

Keep Spreading the news....



Just fill out this form and attach it to the resume. If the person you refer is hired you will receive a bonus of up to $500*.

- $500* for each referral that results in a regular full-time or part-time hire within participating divisions.
- $200* for casual part-time referrals working a minimum of 20 hours.
- With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize -- $2,000 Runner-Up -- $1,500

RULES

- Employees of all IDG Divisions are eligible to participate; however, you will only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days.
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within his/her own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date:______________________________________

Applicant's Name:__________________________

Position Referred to:________________________

Company Name:_____________________________

Referred by: (Employee Name)________________

Company Name:_____________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

For Human Resources Only

Employee Receiving Bonus:__________________

Company Name:_____________________________

Referred Employee:_________________________

Company Name:_____________________________

Date of Hire:______________________________

Ninety Day Date:___________________________

Charged to BU/Department# _________________

H.R. Signature:____________________________

Bonus check to be given to:__________________

Bonus Amount: _____________________________

**Referral bonus amounts may vary within IDG. Check with your Business Unit's HR Department for details.*

Magellan

continued from page 1

fer the media our analysis of the impact of Y2K compared to preparations."

Among the media pick-ups of IDC's Magellan research were more than 40 television and radio spots including CNBC, NBC Nightly News, NE Cable, MSNBC, ABC Radio, CNN Radio, and national TV in India, Sweden and Denmark. More than 100 print publications relied on IDC information including the *New York Times*, *USA Today*, *The Boston Globe*, *The San Jose Mercury*, *The San Francisco Examiner*, Bloomberg, Reuters, AP, UPI, *New York Daily News*, *Toronto Globe & Mail*, the Paris *Tribune* and the *London Observer*. Online references were made on Bloomberg, CNN, CNET, MSNBC.com, ABC.com and IDGnet.

Among the media pick-ups of IDC's Magellan research were more than 40 television and radio spots including CNBC, NBC Nightly News, NE Cable, MSNBC, ABC Radio, CNN Radio, and national TV in India, Sweden and Denmark. More than 100 print publications also relied on IDC information.

And while IDC catered to the needs of all these news organizations by providing worldwide real-time coverage of the Y2K rollover, that did not alter the fact that IDC had been predicting as far back as 1996, that Y2K would not be the catastrophe predicted by some. "The Year 2000 problem is big – the biggest maintenance project to hit IS – but it is manageable, and industry on the whole has the problem under control. Readers of the popular press should be somewhat skeptical of suggestions that thousands of companies will miss the magical 1/1/2000 date," wrote IDC Research Director **Tom Oleson** in an executive summary dated November 1996. And, in a Magellan research brief issued in December 1999, the company noted, "Based on [our] analysis, it is our opinion that Y2K will have only a minor impact on the global economy."

Y2K overspending

Driving much of the media's post-Y2K interest in IDC's Project Magellan research is the company's somewhat controversial assertion that business overspent on Y2K preparations (see chart below).

IDC broke the figures down into three categories:

- Salaries for extra staff on hand over New Year's weekend.
- The cost in labor and overhead for contingency planning.
- Overspending on Y2K remediation.

Estimates in the first two categories were based on a Project Magellan global telephone survey of 10,000 companies in 17 countries that asked about New Year's Eve staffing and other contingency plans. The third category represents the difference between what was spent on Y2K remediation from 1995-1999 and what IDC Project Magellan forecasts would have been the lost business revenues if companies had simply "fixed to failure."

The Magellan team used comparative information on Y2K project completion by country and observable results of Y2K to come up with this estimate. "By looking at the impact of Y2K in countries like Russia, Bulgaria and Vietnam, we are able to get a reasonably good fix on what would have happened if we hadn't prepared as much in countries like the U.S., the U.K. and Sweden. It looks like we spent too much," noted Gantz. WU

Y2K Overspending Estimates ($ billions)

Region	Y2K Remediation 1995-1999	Salaries	Contingency Costs	Remediation Overspending	Total Overspending
US	$122	$2.7	$8.60	$20-$30	$31 to $41
Western Europe	$91	$1.9	$6.20	$18 to $28	$26 to $36
Asia-Pacific	$54	$1.5	$4.00	$-5 to $0	$0 to $5
Rest of World	$15	$0.2	$1.00	$-4 to $1	$-3 to $2
Total	$282	$6.3	$19.8	$40 to $50	$66 to $76

Source: IDC Project Magellan, V2.0, 2000

High-flying analyst weathers five glitch-free arrivals of the New Year

When Tokyo-based IDC Analyst **Kevin Williams** decided to plan a last-minute visit home to see his parents during the week after Christmas, he didn't set out to be a "high point" of IDC's Project Magellan, but that's what happened.

Williams noted that holidays are a notoriously difficult time to book flights out of Japan. This year, however, with many travelers shying away from flying on New Year's Eve, he managed to get himself on a flight leaving a few hours before midnight. And when IDC Chief Research Officer and Project Magellan team leader **John Gantz** got wind of that, he enlisted Williams as the only airborne member of his team of analysts scheduled to call in as the new millennium dawned around the world.

Williams dutifully reported in several minutes after crossing the first of what would be five time zones changes on the flight. But there was little to say. "The flight started out being quite turbulent for the first hour or so, almost setting the stage for something dramatic later on, but the weather smoothed out and all was quiet for the rest of the flight," Williams said. "As we passed over the first time zone, the captain wished us a Happy New Year, but that was it as far as celebrations went. The flight was great for publicity, but in all actuality, there was nothing to report."

Williams landed in Honolulu at 7:15 a.m. on Dec. 31, called in a Y2K-glitch-free report to Gantz in Framingham, and still had plenty of time to celebrate one final New Year's Eve on solid ground.

noteworthy

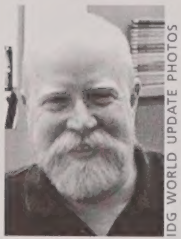
Wailgum

Zarrow

Um

Guerin

Captain


England

IDG WORLD UPDATE PHOTOS

Promotions

PC World Online Associate Editor/Reviews **Greg Frame** has been promoted to senior editor for Online Reviews. "In the relatively short time Greg has been with us, he's become an indispensable part of PCWorld.com, bringing a high-level of energy, enthusiasm and professionalism to a key part of our site," said **Bill Snyder**, editor-in-chief, PCWorld.com.

IDC Group Vice President, Research **Crawford DelPrete** has been promoted to senior vice president, Hardware Research. "Crawford is a first-rate researcher and also an outstanding business leader," said IDC President/CEO **Kirk Campbell**. "He has done an excellent job in the past six months managing the merger of IDC's Personal Systems, Peripherals, Servers, Storage and Semiconductor groups. Today, Crawford manages IDC's largest research group with annual revenues in the U.S. and Europe of more than $40 million."

CIO Copy Editor **Tom Wailgum** has been promoted to senior copy editor. "Tom's devotion to the magazine is unmatched," said **Cheryl Asselin**, managing editor/production. "He has taken on many challenging special projects and impresses all who work with him with a level of commitment usually seen in more-senior staffers.

Carol Zarrow, *CIO* editorial researcher, has been named senior editorial researcher. "Carol knows the ins and outs of research and can tell you where to find anything," said **Cheryl Asselin**, managing editor/production. "She is our resident expert on fact-checking, training each editorial assistant in the process."

New employees

Margaret Um joins the staff of IDG.net as an online advertising coordinator. She was previously an advertising sales assistant with Conde Nast Publications and earned a B.S. in advertising/marketing from Boston University. In her free time she enjoys running, hiking and biking.

IDG Books' Foster City, Calif., office has hired **Michael Lewis** as a graphics and production specialist. He previously worked in computer-aided design at JT Unlimited. He holds a B.A. in literature/psychology/film studies from the University of California/San Diego and is currently completing a degree in character animation at Cogswell Polytechnical College in San Francisco. Recently married, he likes to watch "tons of movies" and play tennis.

Network World's new senior lead Web engineer is **Tom Kroon**, who comes to the weekly from a position as senior consultant at Computer Sciences Corp. He earned a B.S. in electrical engineering from Oregon State University and an M.S. in systems engineering from the University of Alabama/Huntsville. Away from the office he is a ham radio operator and volleyball player.

Terry Ann Croci joins *Network World* as a marketing communications manager. She was previously manager of EMS marketing programs at GenRad, Inc. She holds a B.A in political science from Curry College in Milton, Mass., and when not driving her children to their many activities enjoys singing and movies.

Michael Guerin is *Network World*'s new print buying specialist, coming from Sir Speedy where he worked as a graphic designer/sales consultant. He earned a B.A. in graphic communications from Franklin Pierce College in Rindge, N.H., and is currently studying to be a Microsoft Certified Systems Engineer at CCR Computer Labs. A guitarist and golfer, he recently found out he's going to be a dad.

Previously a freelance environmental policy analyst, **Sean Captain** joins the staff of *PC World* as a copy editor. He graduated from Georgetown University with a B.S. in foreign service and recently co-authored a book on environmental policy, *Our Common Journey: A Pioneering Approach to Cooperative Environmental Management*.

Michael England, once a customer service contractor for PCWorld.com, is now a full-time customer service specialist, handling e-mail comments, suggestions and complaints for PCWorld.com, TipWorld, IDG.net and Web Publishing. He holds a B.A. in theater arts from UCLA and a master of divinity from Golden Gate Baptist Theological Seminary. He is also the pastor of a small church in Hayward, Calif.

Previously managing director, executive programs for *BusinessWeek*, **David Evans** has been hired by *The Industry Standard* as vice president, conferences. He earned a B.A. in history and political science from the University of Toronto and is a Knight-Bagehot Fellow, a fellowship for mid-career journalists and economists, at New York's Columbia University.

Most recently associate director of the San Francisco Opera's Medallion Society, **David Newhoff** is now *The Industry Standard*'s production manager, online services. He holds a B.A. in history from the University of San Francisco and likes to sail and fly fish.

The Industry Standard has signed **Katie Shea** as online sales manager. Previously an events sales manager for Miller Freeman, she majored in psychology at the University of California/Berkeley. A lover of dance and travel, she recently traveled solo throughout Southeast Asia and India.

Timothy DeVaney is *The Industry Standard*'s newest associate editor. He was most recently an editor at the *East Bay Monthly* and holds a B.A. in cultural/environmental geography from the University of California/Berkeley.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24

Rainer Oberländer *IDG Germany*

17

Andreas Förth *IDG Germany*

16

Gérard Adamis *IDG France*
Barbara Sands *Computerworld*

15

Michael McShane *InfoWorld*

14

Manfred Weiss *IDG Austria*

12

Uschi Weiss *IDG Austria*
Erich Ochs *IDC France*
Alexadre Campos de Barros *IDG Brazil*
Christina Guio *InfoWorld*

11

Graham Penn *IDC Australia*
Fernando Antonio Lima e Silva *IDG Brazil*
Ellen Dimatteo *PC World*

10

Györgyi Birkus *IDG Hungary*
Benjamin Barbante *InfoWorld*

9

Marc Calvanico *InfoWorld*

8

Gérard Bidal *IDC France*

7

Snezana Dejanovic *IDG Germany*
Kriemhilde Klippstätter *IDG Germany*
Shoko Furukawa *IDC Japan*
Michael Vizard *InfoWorld*
Josef Kalasek *IDG Czech*

6

Ki Blomqvist *IDG Sweden*
Linda Stuart *Laurentian Technomedia*
Maria Freira *IDC Benelux*
Julie Dunn Uiterwijk *InfoWorld*

5

Piyush Singh *IDC Singapore*
Lawrence Llamzon *IDC Singapore*
Serap Apak *IDG Books Turkey*
Thomas Hürlimann *IDG Switzerland*
Peter Wolchak *Laurentian Technomedia*
Rupprecht Purkhold *IDG Germany*
Christina Auer *IDG Germany*
Barbara Simon *IDG Australia*
Anne-Elisabeth Dreneau *IDG France*
Nivaldo Delliberali *IDG Brazil*
Paul Krill *InfoWorld*

4

Jörgen Johansson *IDG Sweden*
Alexandra Heymowska *IDG Sweden*
Christina Björklund *IDG Sweden*
Oscar Garcia *IDG Spain*
Kyoko Ikeda *IDG Japan*
Claudia Cavalleri *IDG Italy*
Silvia Santi *IDG Italy*
Sherry McInroy-Gardner *IDG.net*
Sylva Maurerova *IDG Czech*
Renee Gotcher *InfoWorld*

3

Sirkka Lüsa Haapapuro *IDG Sweden*
Rafal Dudkin *IDG Germany*
Ron Scharis *IDC Benelux*
Hakim Remili *IDG France*
Fredric Bonnin *IDG Global Solutions*
Michael Torcellini *InfoWorld*
Elliott Kirschling *PC World*

2

Richard Jacobson *IDC Singapore*
Zoltán Kelemen *IDG Hungary*
György Krizán *IDG Hungary*
Cornelia Hefer *IDG Germany*
Gabriele Nehls *IDG Germany*
Christian Möller *IDG Germany*
Eva Birgitte Skaarberg *IDG Denmark*
Claus Rolsting *IDG Denmark*
Thomas Højrup Petersen *IDG Denmark*
Laurence Combes *IDG France*
Carole Garrido *IDG France*
Stephen Pearson *InfoWorld*

1

Peter Leinweber *IDG Austria*
Mine Tezer *Macworld Turkey*
Erno Almássy *IDG Hungary*
Szabolcs Jakab *IDG Hungary*
Attila Mártonffy *IDG Hungary*
Károly Szocs *IDG Hungary*
Fredrik Djavidi *IDG Sweden*
Samantha French *Macworld U.K.*
Hartmut Lüerssen *IDG Germany*
Dennis Noatzsch *IDG Germany*
Steffen Berchtold *IDG Germany*
Thomas Brok *IDG Denmark*
Sasse Roope *IDG Denmark*
Henrik Bendix Pedersen *IDG Denmark*
Satoshi Kumagai *IDG Japan*
Annelinda Koldewe *IDC Benelux*
Laure Lamy *IDG France*
August Schrichte *InfoWorld*
Robert Maund Jr. *InfoWorld*
Bernd Schroeder *InfoWorld*
Tracy Yee *PC World*
Katerina Kovarovicova-Reblova *IDG Czech*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG's Libby Levinson to appear in TV documentary

Boston-area employees will get a second chance to see **Libby Levinson**, executive assistant to the president and CEO of IDG, make a big splash on the small screen when *No Hair Day*, a documentary about three women with breast cancer, airs next week.

The one-hour piece will kick off a new Sunday Night Independent Film Series on Feb. 6 at 10 p.m. on Channel 44. The film takes an unconventional look at breast cancer by focusing on a portrait session that Levinson and two friends — filmmaker Deborah Dorsey and artist and teacher Carol Potoff — had with photographer Elsa Dorfman.

In March 1988, the three women, who had lost their hair to chemotherapy and developed a strong bond in a breast cancer support group, came to Dorfman's Cambridge studio to pose for a series of portraits. Dorfman, who uses one of only six 20-in. by 24-in. Polaroid cameras in the world, shot 12 images of the women that capture the myriad of emotional and physical stages of breast cancer. The trio face the camera boldly for a "bald is beautiful" portrait, then reminisce about their former hairstyles as they pose with their drivers license photos.

IDG WORLD UPDATE

Levinson

A film crew led by Dorsey's husband and business partner, Bob Burns, captured the session's hilarity and gravity, poignancy and fierce friendships, as well as the women's reflections on fighting breast cancer. Catching up with the trio outside of the photo session, *No Hair Day* explores a range of issues related to breast cancer, medical treatments and mortality.

The three women also appeared on *The Rosie O'Donnell Show* in 1998 to sing a humorous song about early cancer detection and positive thinking.

celebrating 10!

Name
Magnus Wallén

Home
Stockholm, Sweden

Joined IDG
August 1989 as sales rep for *Computer Sweden.*

Current title
Marketing Director, IDG Sweden

Most challenging part of your job
Trying to position IDG as a media house instead of a publisher of trade press.

I joined IDG because
I wanted to learn how to sell.

What's kept you at IDG for 10 years?
The continuous development within IDG Sweden and that I still constantly learn new things. The Internet has really given me a second wind.

If you could change one thing about IDG, what would it be?
Make sure that all IDG operations around the world invest in information/marketing channels other than publications. Our customers will increasingly be asking for marketing solutions rather than simply advertising. In Scandinavia there is an increasing demand for events (tailor-made seminars and conferences), Internet services, direct marketing services and research. If you still sit with just publications in a few years they will definitely lose out.

Interests outside the office
Friends, cooking, golf.

What talent do you wish you had?
Be able to sing.

Dream destination
I have never been to South America, and I would very much like to visit Argentina.

*IDG Chairman **Pat McGovern** (left) recently escorted IDG Sweden's **Magnus Wallén** to lunch in honor of the latter's 10 years of service to the company.*

As a kid, what did you want to be when you grew up?
Tour guide or director of an ad agency.

First job
Tour guide, so I'm just waiting for a call from an ad agency.

One possession you'd grab if your house was on fire?
My pregnant wife.

Manager's profile
"Magnus is one of IDG Sweden's cornerstones. He is one of the most important contributors to the IDG success story in Sweden and is now responsible for the coordination of our international sales plus PR in Sweden. He knows everything about publishing and everybody worth knowing. We are all very proud of him and thankful for the work he has done for IDG Sweden."

— Bengt Marnfeldt, general manager, IDG Sweden

IDC's AppSourcing Forum set for April

IDC's AppSourcing Forum will take place April 4-5 at the Hotel Nikko in San Francisco. Application Service Provider (ASP) strategists will gain insight into how to assess where they fit into the market, define their competitive advantages, understand buyer demand and select the right partners. Journalists wanting to know more about the ASP market will have access to IDC analysts, proprietary research and ASP leaders.

IDG employees may attend at the IDC client rate of $1,195, $200 off the regular price. In addition, an additional $200 discount is available for those who register by March 6. IDG's ITworld.com is among the partners for the event.

For more information, go to www.idc.com/events/asf2000 or contact the IDC Registration Dept. at tel: 978-597-0133.

IDG WorldUpdate

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Publication/publisher contest yields five winners

The Jan. 3 issue of *IDG World Update* posed a challenge to readers: match 10 IDG publications with the correct business unit publishers. Five contestants with correct entries were selected in a random drawing and will soon be wearing sporty IDG baseball caps. The savvy winners are **Gail Edgett**, IDG Global Solutions (U.S.), **Emily Berman**, IDG Research Services; **Joann Vuong**, IDG Books, **Sarah Osborne**, IDG Global Solutions (U.K.) and **Lisa Golden**, IDG List Services. The correct answers appear below.

GameStar, IDG Entertainment Verlag (Germany)
Digit, IDG Communications U.K.
Computer Totaal!, IDG Communications Netherlands
The Industry Standard, Internet Industry Publishing, recently renamed Industry Standard Communications, Inc.
CIO Canada, Laurentian Technomedia
Unlimited, IDG New Zealand
Seti (Network World), Open Systems Publications (Russia)
Publish&Macworld, IDG Poland S.A.
Betty Crocker Cookbook, IDG Books
IDG World Update, IDG International Publishing Services

IDG World Update

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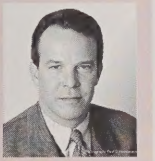
WWW.IDGWORLDUPDATE.COM

IDG Books hires Random House senior exec as president, COO



Barry

Late last month IDG Books named **William Barry** president and chief operating officer, effective March 1. Barry will be responsible for IDG Book's global operations, investment initiatives, all print and online content, development of its technology and consumer publishing properties, as well as be an integral member of the division's Internet strategy team.

"Bill Barry emerged as the ideal candidate to lead our transformation from a book-centric focus to a continuous services model," said IDG Books Chairman and CEO **John Kilcullen**. "We firmly believe that knowledge, education and training will become a killer application on the Internet. Bill's extensive content development background and exceptional track record with integrating operating systems makes him extremely well suited to leverage our content and brand assets both online and off."

A 20-year book-publishing veteran, Barry was most recently senior vice president, Corporate Development at Random House, Inc., a unit of Germany-based Bertelsmann AG.

Barry graduated from Cathedral College in Douglaston, N.Y., with a B.A. in English and has pursued postgraduate studies in theology and business. He will be based at IDG Book's New York City office.

He replaces former IDG Books President Steve Berkowitz who resigned in November.

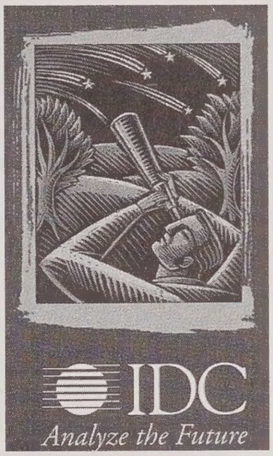
IDC introduces worldwide brand initiative

IDC officially rolled out its new, multi-faceted worldwide branding campaign last month. Anchored by a new tagline, "Analyze the Future," that will appear near the IDC logo on all printed and electronic materials, the campaign aims to build IDC's brand image to attain five goals:

- Articulate a clear competitive advantage
- Attract new customers
- Add more intangible value to IDC's offerings
- Maintain pricing premiums
- Motivate employees

To gather ideas for the new campaign, IDC Chief Operating Officer **Vicki Brown** and Vice President/Worldwide Marketing **MaryAnne Sinville** worked with an external branding consultant; assessed current brand perceptions by interviewing clients and prospects in the IT vendor, financial and IT user communities; and held several strategic planning meetings with IDC's senior managers and key staff members.

The customer interviews yielded the top three attributes that customers valued most in an IT market research firm: 1) responsive and easy to do business with 2) offers timely insight into important industry issues and 3) provides thoughtful analysis of data.



IDC also found that 82.7% of IT vendors and 70% of financial firms interviewed had good to excellent perceptions of IDC. Although just 38.7% of IT professionals rated IDC good to excellent, almost the same percentage were uncertain of how to rate IDC, meaning that they weren't aware of what IDC could offer them. Part of the new branding initiative aims to build brand awareness particularly in the IT and eBusiness communities.

continued on page 5

Industry Standard sells 15% stake for $30 million

In the Jan. 24 issue, **Jim Ledbetter**, New York bureau chief for *The Industry Standard*, wrote, "We have met the news, and it is us." The news? $30 million in a first round of private-equity financing received last month to expand the magazine's companion Web site (www.thestandard.com), services and conferences division, both domestically and overseas.

THE INDUSTRY STANDARD
MYSTERY REVEALED!
ADVERTISING
THE DOT-COM SUPER BOWL
CAR TALK
REWIRING MOTOWN
FINANCE
SHOW ME THE DINERO
THE DEAL
WHAT'S NEXT FOR AOL?
THE HYPING OF TRANSMETA

The new investors, which will receive a combined 15% stake in the company, include the New York venture-capital firm Flatiron Partners LLC; Morgan Stanley Dean Witter Venture Partners, a unit of New York financial-services concern Morgan Stanley Dean Witter & Co.; J.&W. Seligman & Co.; Chase H&Q of San Francisco and Chase Capital Partners, units of Chase Manhattan Corp. Also investing were the British media firm Pearson PLC and France's EuropAtWeb.

Jerry Colonna, managing partner of Flatiron Partners, and William J. Harding, general partner of Morgan Stanley Dean Witter Venture Partners, were appointed to the business unit's board of directors to provide strategic advice, said IDG President and CEO **Kelly Conlin**.

"We recognized the enormous promise of *The Standard* more than two years ago," Conlin said. "Since then, *The Standard*'s success continues to grow, as does our vision for its future. The addition of outside investors reinforces the success we've achieved to date."

continued on page 5

InfoWorld honors outstanding employees

InfoWorld's Values In Practice Awards honor one or more of the following qualities:

- Risk-taking and action-orientation
- Positive attitude
- Courage (fearlessness in finding the facts and uncovering the truth)
- Fast-paced and hard-working
- Celebration (celebrating personal and professional improvements and milestones)
- Exceptional financial performance
- Outrageous customer service
- Fun, casual
- Passionate emotion
- Diversity (creativity springs from diversity; employees have the freedom to be themselves)
- Honesty and integrity
- Family and flexibility (balancing personal and professional life)
- Continuous improvement

InfoWorld honored its own at the January All-Staff Meeting in San Mateo, Calif. Monthly Teamwork Awards go to departmental groups that have done an outstanding job; winners receive $100 each and lunch. Monthly VIP (Values In Practice) Awards go to individuals who, through their work, best personify one or more of InfoWorld's values (see sidebar at left). Winners of the awards were selected by their managers.

VIP Editorial

INFO WORLD
Product of the Year
EXCELLENCE

Senior Editor, InfoWorld Test Center ***Leslie O'Neill*** *happily displays her VIP Editorial Award.*

Teamwork Award for Y2K Planning

This group's planning and work over New Year's made InfoWorld Y2K-compliant. (Rear, L-R) ***Jennifer Plonka, Bob Cathey, Michelle Mitchell, Paul Smith, Glen Stanton, Joe Benway*** *(behind frame). (Front, L-R)* ***Errol Francis, Bayo Omololu, David Minehart, Brett Frohwein****. Absent:* ***Michael Schroeder****.*

Teamwork Award

For *Product of the Year* (an editorial supplement): Copy Editors **Alec Wagner**, **Dale Myers** and **Ted Samson**

Teamwork Awards

To the Art Department for their outstanding work in putting together InfoWorld's Maggie and Neal Award nominations: **Cathy Krizik**, **Ben Barbante**, **Bernd Schroeder**, **Lori Flynn**, **Nancy Suess** and **Rebecca Dolan**.

For Y2K Coverage: **Michelle Chang** (copy desk), **Jennifer Jones**, **Ed Scannell** and **Ted Bowen** (news department)

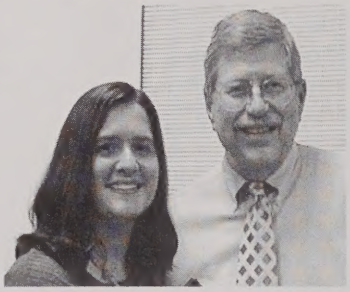
Teamwork Award for Outstanding Selling and Presentation Skills to Obtain a Client

TEAMWORK
TEAMWORK

PHOTOS BY CARINA RIVERA

Senior Vice President and Publisher ***Bob Maund*** *(right) presented the award to* ***Wally Palmer****, vice president, and holds the plaque for* ***Reinelle Hicks*** *(not pictured).*

VIP Research



Research Analyst ***Leslie Mathewson*** *receives the VIP Award from Vice President/Research* ***Wally Palmer****.*

VIP Online

EXCELLENCE

Online Operations Manager ***Jill Welch*** *presents the VIP Award to Production Coordinator* ***Andrew Mattus.***

VIP Award for Graphics and Design

EXCELLENCE

(L-R) InfoWorld President ***Steve Moylan****, (left) and Art Director* ***Cathy Krizik*** *congratulate Art Director* ***Ben Barbante*** *on his award.*

executive Q and A

Charlie Greco
The president and CEO of IDG World Expo is this week's columnist.

IDG World Expo at-a-glance

Number of employees 30, soon to be 45.

Location Framingham, Mass.

Web site
www.idgworldexpo.com

Products
Windows 2000 Conference and Expo
Feb. 15-17
San Francisco

Internet Commerce Expo
March 27-30
Boston

Macworld Expo
July 18-21
New York City

LinuxWorld Conference and Expo
Aug. 14-17
San Jose, Calif.

Internet Commerce Expo
Sept. 11-14
San Jose, Calif.

ASP World Conference and Expo
Oct. 3-6
San Jose, Calif.

Macworld Expo
Dec. 31-Jan. 3, 2001
San Francisco

ComNet
Jan. 30-Feb. 1, 2001
Washington, D.C.

Q At one time all of IDG's trade show activity seemed centralized under the World Expo tent. Then, for a period of time, the trend seemed to be to have outside companies manage many of our shows and encourage individual business units to handle their own show activity. Now there seems to be a resurgence of growth at World Expo. Can you explain IDG's overall show/event strategy and World Expo's in particular?

A An important element of IDG's vision formulated more than 35 years ago is to foster and encourage a very decentralized organization of independent business units. The vision of literally hundreds of entrepreneurial organizations around the world allowed IDG to be first to market with many of our products. The theory is simple: no one knows their customers and markets better than the individual business unit in any given country. World Expo had been attempting to launch and produce events all over the world from a base in the U.S. This proved to be non-competitive locally in foreign countries where we were too slow to react to local market trends. Eight years ago, IDG decided that decentralizing our event activity would give us the greatest opportunity to grow the overall business. This move proved to be extremely successful: IDG now boasts nearly 200 events around the world! The process has allowed many of our business units to diversify their revenue streams by leveraging their rich editorial and research content in conferences, seminars and other similar events.

Today, IDG World Expo's mission is to launch significant IT trade show events. We will continue to develop new brands of mega-trade shows in the U.S. in order to keep us competitive in that market. IDG business units outside the U.S. are leveraging these successful brands where appropriate. The unprecedented growth of IDG World Expo has been fueled by highly successful launches of LinuxWorld, Windows 2000, Internet Commerce Expo and most recently, ASPWorld.

Q To what extent, if any, do you interact with the other IDG World Expo offices around the world?

A IDG World Expo acts as sort of a "brand evangelist" on those events that have been launched in the U.S. and that are being exploited abroad. We provide marketing and content development support to those events in order to ensure some similarity in the overall look and feel of the event. As an example, we would try to ensure a predictable experience for any attendee of Macworld Expo who may have attended a Macworld event in Tokyo or San Francisco. The quality must be consistent.

Q How did the idea for ASP World Conference and Expo develop? Is there any competition in the trade show industry for that market segment?

A We owe [Executive Vice President/Editorial Director] **John Gallant** of Network World a tremendous amount of credit for the idea for this show. John was very encouraging and informative as it related to the opportunity the application service provider (ASP) market would bring to an event. One of the tremendous advantages we have as a part of the IDG family is that we have the opportunity to leverage our sister companies for support in many respects. IDC, Network World, Mac Publishing, IDG Research Services and many other IDG business units have been very supportive in our endeavors to launch new events. As of this writing, IDG World Expo's ASPWorld event, which will be held at the San Jose Convention Center Oct. 3-6, is the only trade show of its kind in the country scheduled this year. The managers of large venues are generally not too excited about launch events because those events are unproven commodities. Facilities would rather work with established events that provide a guaranteed flow of attendees. We were able to secure a top-tier facility, though, because IDG World Expo now has a proven track record of successful event launches, and therefore the risk that facilities would normally feel has been reduced substantially.

Many of our competitors have developed conferences and seminars to try and address the issues surrounding ASP. However, these are all hotel events without a significant trade-show floor element. Competitors have not been able to secure major venues like the Moscone Center in San Francisco, the San Jose Convention Center, the Javits Center in New York or even the World Trade Center in Boston because they have not spent much time with new launches the past three years. Most of their growth plans have come from mergers and acquisitions. As a result, when they think about launching events in new markets, they can't, in many instances, get larger venues to take a chance on them. Consequently, they have been forced to downgrade their efforts to hotel-size events.

Charlie Greco can be reached at charlie_greco@idg.com.

Coming up

Windows 2000 Conference and Expo
Feb. 15-17
Moscone Center
San Francisco
Contact: IDG World Expo
Tel: 508-879-6700
www.windows2000expo.com

Macworld Expo/Tokyo
Feb. 17-19
Contact: IDG Japan
www.idg.co.jp

IDC Directions 2000
March 6
San Jose, Calif.
Contact: IDC
Tel: 508-872-8200
www.idc.com/Events/

IDC Latin America Breakfast Briefing
Low-Cost PCs and the Future of the PC Market in Latin America
March 14
Biltmore Hotel
Coral Gables, Fla.
Tel: 305-267-2616
www.idc.com/idcla

IDC Directions 2000
March 16
Boston
Tel: 508-872-8200
www.idc.com/Events/

European Telecoms Forum 2000
March 20-21
Hotel Excelsior Lido
Venice, Italy
Contact: IDC Italia
Tel: +39-02-28457-1
www.idcresearch.it/forum/etf2000

iB2B
March 22-24
Boca Raton Club & Resort
Boca Raton, Fla.
Contact: The Industry Standard
Tel: 415-733-5400
www.thestandard.com/events/ib2b

on the job

spotlight

Pat Rickett holds IDG Books customers accountable

What do the U.S. bookstores that sell IDG Books titles have in common? Each has passed muster with **Pat Rickett**, accounts payable and new account manager at the company's Indianapolis office. Among the myriad tasks Rickett and her staff handle is checking the credit references and reports for each bookstore or distributor that wants to carry the company's ever-growing lineup of titles.

Rickett and her new accounts staff of three collect credit paperwork and review credit references and reports for bookstore owners or an owner's distributor. In an average week they add between 40 and 50 new accounts to the more than 19,000 in their customer database. In the last two quarters their average credit approval took only 4.49 calendar days; in FY98 approval took 8.84 days.

When Rickett joined IDG Books in December 1994 as credit and collections manager, the company had fewer than 8,000 accounts, and only 200 of those accounts were serviced in-house. During the past five years that number has soared, and Rickett's group now handles all credit, collection and accounts payable functions, having implemented new software and brought the third-party accounts in-house.

In August 1998 Rickett's job changed to new account manager. A year later her department took over accounts payable from IDG Books' Foster City, Calif., office.

"Like all of the other transitions I've been involved with, this one has been a wild ride," Rickett said. "The added element of the Macmillan General Reference acquisition [August 1999] impacted our expected workload significantly."

Rickett's accounts payable staff processes all the bills generated by IDG Books. "We partner with a super staff at IDG Corporate in Framingham who actually cut the checks," she said. "In the near future, we expect to implement new accounts payable software and take on the full responsibility of accounts payable."

Rickett claims her day is "dedicated to putting out fires, whether it's a customer needing more credit or vendors claiming The End of Life As We Know It is imminent if they don't get their checks. I receive a hideous amount of e-mail so I spend the majority of my time responding to that and trying to squeeze out some time to develop tools that will make my staffs' workloads more manageable."

CHRISTINE BERMAN

Keeping up with IDG Books' meteoric growth and continuous change keeps ***Pat Rickett*** *constantly looking for ways to help make her staff's workload more manageable.*

What she enjoys most about her job is "being able to make something work better, whether it's through organization, a better form, a more efficient process or a different way of thinking." She said her biggest challenge is keeping up with IDG Book's meteoric growth and continuous change.

Her job does keep her up some nights, she said. "I'm a planner. Sometimes I don't feel I have enough planning time on a project. During the past few months, I've been waking up very early with all the things I had to do running though my head. So I started going to work early. Once I got to work at 3:00 a.m. My phone rang an hour later, and it was my husband 'thanking' me for getting him to work at 4:00 in the morning. Apparently, he thought when I told him I was leaving, that was his cue to get up. So he got dressed and went to work without looking at the clock until he got there. He was not happy."

IDG

Monday, February 7, 2000

Copy Editor (CIO) CIO Communications is seeking a talented Copy Editor to join its editorial staff. Responsibilities include: editing print copy for style, clarity, and correctness; proofreading materials at various stages of production; and coordinating copy traffic. Requirements: 2 years copy-editing experience, preferably at a magazine or website. Excellent prioritization skills, attention to detail, and ability to handle multiple tasks a must. Familiarity with business and technology issues is a plus, as are experience with Macintosh, Word, Quark, QPS, Lotus Notes, e-mail and online technologies. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Assistant Business Editor (CW) This management position involves writing and editing feature stories in business and technology. A portion of this editor's time will be devoted to writing features for the computerworld.com web site which will appear in the weekly print edition of Computerworld. Responsibilities include discussing, assigning and shaping stories with writers, editing copy and assisting the Business and Technology editors with page-proofing and other production details. Necessary skills include 2-3 years of editing or writing experience in the computer industry, and some online research capabilities. This position, which reports directly to the Business Editor, also requires strong communication and teamwork skills, good organizational abilities and a demonstrated ability to meet deadlines and juggle multiple tasks. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Business Feature Editor (CW) This individual will cover the business beat to find, hone, articulate and assign stories covering the rapidly developing world of E-business. Responsibilities also include editing and providing guidance and leads for CW staff writers and free-lance writers working on these stories, assisting Business Editor in developing strategy and direction for Business section. Editing advice and opinion columns for Business section (except for careers advice columns). Recruiting new columnists for Business section as required. Writing occasional features for Business section and several long-term feature stories a year as well as writing several major features stories per year. Travel will be required 3-4 days a month to attend, as well as participate in (including speaking engagements and panel facilitation on management topics) relevant conferences. Five years writing and editing experience required as well as editorial management experience. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Web Designer (CW) This individual will work with Computerworld's in-house web development and design staff on marketing and editorial projects. They will enhance and extend the design of existing on-line sections, as well as create new solutions for future projects. Candidates should have a 3-5 year mix of web and print design experience, an appreciation for challenge and innovation, and skill with Web tools and related technologies. These would include very strong HTML skills in Mac and PC environments, Photoshop, BBEdit, GoLive or equivalents. Familiarity with CSS, DHTML, Javascript and CGI would be great, as would experience with current content management systems. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Audience Research Specialist (CW) Computerworld is seeking an Audience Research Specialist. Responsibilities include overseeing/fielding surveys of subscribers, analysis of syndicated research results, creating a delivery mechanism for audience numbers to the Computerworld sales force and acting as the contact person for the sales force for any audience-related questions. The Audience Research Specialist should have 1 - 3 years of market research experience in the media/advertising community. Experience with syndicated research is a plus. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Intern, IS Outsourcing Services (IDC) The IDC Services Group seeks a motivated intern for the IS Outsourcing program. This detail-oriented position involves tracking and entering outsourcing contracts in an IT services contract database while simultaneously building relationships with industry analyst relations personnel. The successful intern will pro-actively gather information on outsourcing contracts through press releases, Web searches, and communications with vendor contacts. Ideally, the candidate for this position will have an understanding of the IS Outsourcing industry. Strong analytical skills and attention to detail are essential. Excellent customer relation skills are also required. *Location: Framingham MA*
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Intern, Support Services Database (IDC) IDC's Worldwide Services Research team has a part-time internship opportunity (20 hours / week) for an independent self-starter to work on various market research projects. The main responsibilities of this position will include researching, updating, and maintaining IDC's Support Services Database Internet product of competitive service description and pricing information. The ideal candidate must be organized, inquisitive, detail-oriented and capable of working with many different sources of data, including the Internet. Strong communication skills are required. In particular, the position requires an individual who is capable of utilizing various resources, such as Internet, library and telephone to track the service and support offerings of leading IT companies. Experience with Microsoft Word and Excel is helpful. This is a great opportunity for someone to gain exposure and experience within the IT industry! *Location: Framingham MA*
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Sr. Systems Administrator (IDC) IDC is looking for a Sr. Systems Administrator. Requirements include a BS in Computer Science plus a minimum of four years experience as a Network and Systems Administrator in a complex, multi-server, multi-NOS environment, including at least three years experience in Novell, NDS design and implementation. Must have knowledge of UNIX, TCP/IP and IPX networking and routing. *Location: Framingham MA*
Contact: M. Maynard, Fax: 508-935-4432, Phone: 508-988-6719, Email: idc_jobs@idc.com

Interactive Marketing Manager (IDC) IDC has an immediate opening for a Manager of Interactive Marketing. We seek an experienced marketing professional to develop and execute web campaigns to increase web traffic, generate incremental sales, build subscriber communities and generate leads. This position will also investigate and negotiate partnerships and links to other web sites to enhance IDC's brand awareness, develop and maintain metrics to track web promotions and measure effectiveness, manage prioritization of Web postings, and align content with breaking news and events. The ideal candidate will have at least 7 years of high tech marketing experience and 2 plus years of business to business web marketing. If you're intelligent, motivated and extremely creative, this is the job for you! *Location: Framingham MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Research Analyst, Network and Service Management (IDC) Network and Service Management Analyst will help to expand IDC' s business in this fast-growing software-based market. In this position, you'll be challenged to synthesize business and technology trends and provide customers with a timely, accurate analysis of network management markets. Responsibilities include analyzing data, writing research deliverables and servicing customer inquiries. Successful candidate will be able to translate key trends to the specific needs of both management product vendors and end user clients. Strong writing skills and ability to communicate with clients is a must. Networking industry knowledge, 2-3 years experience, and B.A./B.S. required. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Senior Analyst, Business Process Outsourcing (IDC) Seeking a Senior Research Analyst who will be responsible for identifying emerging opportunities for e-logistics / e-fulfillment or HR outsourcing vendors and service firms to profitably grow their business. This senior analyst will identify best-of-breed firms and forecast outsourcing trends. This is a high-profile position in which the successful candidate will have frequent contact with the press, Wall Street firms and senior industry services executives. Candidates must possess excellent writing, communication and analytical skills. Experience in the logistics and HR industry is a plus. A Master's Degree in a professional field such as business or international relations is preferred. *Location: Framingham MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Senior Analyst, Internet & ASP Services (IDC) Candidates should have solid business acumen, a general enthusiasm for exploring new research areas, and familiarity with high-tech markets. An understanding of traditional business models, in particular service models, is important. Good writing skills are essential. A Master's Degree in a professional field such as business or international relations is preferred. Position within the Internet and ASP Services Programs will involve the following responsibilities: Production of Research Reports, Bulletins, Flashes and Inquiry Responses incident to the standard Continuous Information Service (CIS) package which is marketed and sold to clients, in conformity with research production parameters prescribed by IDC, participation in Consulting projects which involve the analyst's area of responsibility and expertise, involvement in marketing, sales and administrative activities incident to the growth and development of research program, participation in industry or trade events, conventions, affiliations, and speaking engagements which promote the growth and development of the research program. *Location: Framingham MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Sr. Research Analyst, Investment Research Services (IDC) The Investment Research Services (IRS) team is looking for a senior analyst / research manager. The primary responsibilities of the position include leveraging IDC resources to create a weekly newsletter directed toward financial firms, responding to client inquiries, and performing bi-monthly IRS telebriefings. The candidate should feel comfortable dealing with Wall Street's major Portfolio/Fund Managers/Equity Analysts. The candidate will also have sales and business development responsibilities, which will involve supporting and participating in the lead generation and the renewal process. The position requires strong analytical, quantitative, communication (oral and written) and excellent public speaking skills. A firm understanding of the IT and Financial industry is essential. The ideal candidate will have 5+ years' experience working in Investor Relations or with a Financial Firm. Location: *Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Senior Internet Systems Programmer (IDG.net) Programmer will join the small, dynamic group that designs and manages the central Internet portal for IDG. IDG's portal offers a search engine system in 14 languages and a content category hierarchy interface to help users find specific information fast from IDG's vast network of web sites, as well as daily newsletters, breaking news alerts, and other custom services. The technical team at IDG.net also supports a team of editors using a proprietary publishing system. Requirements include 2 or more years' experience programming Internet systems, and familiarity with web site architecture and client interaction, HTML and Javascript, and browser differences. Should be experienced in Perl in the Solaris/Linux/Apache Environment. Experience with modperl and mod-rewrite would be most valuable, but exposure to Perl packages is sufficient. Knowledge of basic unix administration and functioning also required, but candidates do not have to be a systems administrator; programming experience and skills are more important. Java, SQL, search engine technology experience would be a plus. *Location: San Francisco CA*
Contact: W. Kessler, Fax: 415-267-4558, Phone: 415-267-4536, Email: will_kessler@idg.net

Educational Sales Representative (IDG/B) The primary responsibility of this position is to service and expand our rapidly growing educational sales channel. Our ideal candidate will have 3 to 5 years of commissioned sales experience, preferably in the K-12 and University technical book market. This individual must have a demonstrated record of success and will possess strong inside sales techniques. The position requires strong technical and software knowledge. Strong administrative skills and computer literacy are a must. Some travel required. College degree preferred. *Location: Indianapolis IN*
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: injobs@idgbooks.com

Administrative Assistant - Marketing & Creative Services (IDG/B) The administrative assistant utilizes strong organizational, communication, and clerical skills and a "team player" attitude to provide administrative support to the marketing creative services manager and the creative services department. The administrative assistant is responsible for the smooth day-to-day functioning of the department and contributes appropriately to specific projects. Responsibilities include: scheduling, office coordination, and project support, archiving and displaying our marketing materials, maintaining information, generating reports and minutes, coordinating communication. Our ideal candidate will have 2 to 3 years of administrative experience in a marketing environment. Must have strong word-processing and spreadsheet skills. Familiarity with database management and college degree required. *Location: Foster City CA*
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Research Manager (IDG/B) Research Manager will manage all aspects of primary quantitative and qualitative research projects including: study design - work with brand management to determine issues, write research proposals; data collection/ processing/ analysis - identify and develop appropriate methodologies, designing sampling plans, questionnaire design, on-line research implementation; interpretation and presentation of findings; generate reports that clearly, concisely and coherently communicate key findings, marketing conclusions and recommendations to influence decisions and appropriate next steps with business team. Will also manage research vendors, consultants, focus group moderators, etc. Research experience in the publishing/ knowledge media, and/or internet industries in product management, research and/or technology editorial/news press recommended. Competency in Microsoft Word, Excel, Access, Powerpoint (or similar database management inquiry systems necessary). *Location: Foster City CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Account Manager - Corp. & Gov. Sales (IDG/B) IDG Books has an outstanding opportunity for an Account Manager in our Sales Department. Primary responsibilities of the position include prospecting and servicing our government and corporate sales channels. Our ideal candidate will have 3 to 5 years of commissioned sales experience, preferably having called on Fortune 500 companies and government agencies. This individual must have a demonstrated record of success and will possess strong inside sales techniques. Excellent communication skills, organizational skills and computer literacy required. Technical and software knowledge a plus. Some travel required. *Location: Indianapolis IN*
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: injobs@idgbooks.com

International Account Manager (IDG/B) The International Account Manager will develop new international business within assigned emerging regions of the world. Primary responsibilities include managing existing distributor relationships, direct retailers, and commissioned sales groups; enhancing relations and increasing sales with existing customer base; identify and secure new business opportunities within select territories. Other business management responsibilities include accurate forecasting of revenue, managing product returns, implementing marketing initiatives, and meeting quarterly revenue goals. Prefer candidates with fluency in Spanish. *Location: Chicago IL; Indianapolis IN; New York NY*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

International Operations Supervisor (IDG/B) The International Operations Supervisor will oversee the supply chain of product to our international customers and affiliates as well as ensure quality account support. Primary responsibilities will include quality assurance of account and account manager support, order follow up and coordination of efforts with finance, inventory, IS, order services, and the domestic sales support team. Provide supervision and leadership to the international account coordinators and be the liaison with our Canadian affiliate for all account support functions. College degree preferred. Minimum two years of supervisory experiences in account support and/or customer service. Professional with distribution experience, particularly export shipping. Working knowledge of order management systems preferred. *Location: Indianapolis IN*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Executive Assistant (IDG/CMC) Assistant will provide administrative support to the President. Responsibilities include overseeing main office operations, calendar management, correspondence/meeting coordination, handling all incoming/outgoing calls, and dealing with colleagues and customers. Coordination of travel arrangements and various administrative duties and projects as needed. Must be able to work both independently and with various levels of management, handling sensitive information with discretion and in a confidential manner. Conference Management Company seeks an individual with exceptional communications skills, high personal integrity, dedication to clients, and a commitment to a collaborative work environment. This position requires initiative, motivation, superior follow through skills, a high degree of professionalism, and effective organizational/time management skills. Experience with Word, Excel, Lotus Notes is a must. 5+ years experience in executive support/administration preferred. *Location: San Mateo CA*
Contact: L. Lorenzana, Fax: 650-312-0547, Phone: 650-312-0693, Email: lia-lorenzana@cmc.com

Sales Coordinator (IDG/CMC) IDG Conference Management Company seeks a Sales Coordinator to support in the sales efforts of sponsorships for our leading executive conferences. Qualified candidate should have 3 -4 years' prior sales administration experience, strong detail orientation and the ability to manage multiple tasks at one time. Candidate is required to be PC proficient with a thorough knowledge of Excel, Powerpoint, Word and Lotus Notes. The position is instrumental to all sales support functions that are necessary to manage a portfolio of high profile financial, high technology and industry infrastructure companies in the hottest growth markets. Candidate must have the ability to research various companies in various market segments quickly and efficiently using the Web. Should be an energetic and enthusiastic self-starter with excellent telephone skills and customer service experience with high level clients. Career opportunities within sales and event management a possibility for the right candidate. *Location: San Mateo CA*
Contact: R. Schuett, Fax: 650-312-0547, Phone: 650-312-0614, Email: rebecca_schuett@idgconferences.com

International Account Coordinator (IDG/B) The account coordinator provides administrative support to the account managers and the international customers relative to orders, shipping, and marketing. College degree preferred. Knowledge of, or interest in technology or publishing, excellent oral and written communication, computer literacy (Word, Access, Excel), excellent problem-solving skills, superior communication skills with the ability to multi-task in a fast paced, deadline-oriented environment. Fluency in Spanish a definite plus. *Location: Indianapolis IN*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Part-time Office Assistant (IDG/CSG) Currently seeking a part-time office assistant to support IDG's Credit department. This position requires a detail-oriented individual with good organizational and interpersonal skills for general administrative support and assisting the Sr. Administrator with special projects. Responsibilities will include faxing, copying, filing, data entry and other clerical duties as assigned. Must have basic computer skills preferably MS Word and Excel. Part-time opportunity (approx. 10 hours per week) that allows for a flexible schedule. *Location: Framingham MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Office Services Coordinator (IDG/CSG) IDG is seeking an Office Services Coordinator. Responsibilities include sorting and distributing mail, FedEx, UPS, shipping and receiving, internal and external company errands, moving furniture, set-up and maintenance of conference rooms, and other duties and special projects as assigned. Candidate must be detail oriented, well organized and have the ability to communicate effectively with all levels of staff, including executives. Experience in mailroom, shipping/receiving environment desired. Ability to lift 50-lbs./maneuver 150 lbs. required. Valid MA driver's license and an excellent driving record required. MS Office and Lotus notes preferred. *Location: Framingham MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Regional Sales Manager (IDG/GMG) Gameproworld.com is the world's premier entertainment destination providing the best information for gaming enthusiasts of all ages. The Regional Sales Manager will be responsible for selling on-line advertising in the Eastern region, cultivating new business opportunities & expanding existing accounts. This hands-on manager will manage the territory for GameProWorld.com in a satellite office environment. Requires a minimum of 2 years proven on-line sales experience, in-depth knowledge about Internet advertising sales and processes, and the demonstrated ability to provide superior customer service. Must be a dynamic, self-starting, detail-oriented team player that excels in a fast paced, competitive & FUN sales environment. Ideal candidate will have a proven track record in on-line advertising sales within the electronic entertainment, consumer or high-tech fields. Visit our website at www.gameproworld.com. Please forward cover letter and resume stating salary requirements. *Location: New York NY*
Contact: T. Nemiro, Fax: 415-267-1742, Phone: 415-978-3203, Email: tracy_nemiro@idg.com

Associate Editor (IDG/GMG) GameProWorld.com is seeking an experienced Associate Editor with an expert knowledge of console video games. Responsibilities include writing and editing previews and reviews of console games; writing and editing features and strategies as necessary; working with freelancers, staff editors, and other departments; supervising editorial intern; and creating editorial content for ancillary products as necessary. This person will also act as a representative of GameProWorld.com, covering assigned console game companies and attending trade shows and product demos. Requires excellent editing and writing skills, 2+ years of Web site or magazine publishing experience, and extensive experience playing console video games. Must be a self-motivated, professional team player who has the energy and drive to create and edit quality copy while adhering to tight deadlines within a very fast-paced, team-oriented on-line publishing environment. Extensive knowledge of the Internet and HTML, Adobe Photoshop and Premiere a plus. Email or fax resumes with salary requirements. *Location: San Francisco CA*
Contact: K. Skaggs, Fax: 650-349-8347, Phone: 650-978-2237, Email: kskaggs@gamepro.com

Channel Manager (IDG/GMG) GameProWorld.com is seeking an experienced Channel Manager with 5+ years of editing experience, excellent writing ability, supervisory/management experience, and extensive experience with console video games and the Internet to grow its video games channel. In addition to supervising other editorial staff, this person will develop and manage the channel's video games content; edit manuscripts and work with freelancers; create content, including reviews, previews, features, news and strategies; and act as a representative of GameProWorld.com, covering assigned console game companies and attending trade shows, product demos, and industry events. This position requires 5+ years of professional journalism (magazine or Web) experience that includes developmental editing, excellent writing skills, expert knowledge of video games and the Internet, and supervisory experience. Must be a self-motivated, professional, and mature team player with leadership abilities. Must possess energy and drive to produce quality copy while adhering to tight deadlines within a very fast-paced, team-oriented on-line publishing environment. Knowledge of HTML, Adobe Photoshop and Premiere a plus. Email or fax resumes with salary requirements. *Location: San Francisco CA*
Contact: K. Skaggs, Fax: 650-349-8347, Phone: 650-978-2237, Email: kskaggs@gamepro.com

Copy Editor (IDG/GMG) GameProWorld.com is seeking a professional Copy Editor with 2-3 years' experience, knowledge of or an interest in video/PC games, and a commitment to daily deadlines and teamwork. Responsibilities will include copy editing all on-line editorial and marketing collateral for grammar, spelling, consistent voice, logic and tone, while working with freelancers, staff editors and marketing staff; proofing all content before it's posted; and monitoring the smooth flow of all content between departments. Must have working knowledge of The Chicago Manual of Style and Word. Must be a self-motivated and professional team player who has the energy and drive to edit quality copy while adhering to tight deadlines within a very fast-paced, team-oriented on-line publishing environment. Position is located in San Francisco, CA. Email or fax resumes with salary requirements. *Location: San Francisco CA*
Contact: K. Skaggs, Fax: 650-349-8347, Phone: 650-978-2237, Email: kskaggs@gamepro.com

Associate News Editor (IFW) InfoWorld is seeking an Associate News Editor to lead its coverage of the networking and telecommunications markets. Duties will include managing a team of reporters; the creation and development of story ideas; editing stories both for InfoWorld.com and the print publication; and attendance at industry trade shows. The successful applicant will have a minimum of five years experience in a high-technology news environment, ideally with experience of managing and training reporters. Knowledge of the networking and telecommunications markets a definite advantage. *Location: San Mateo CA*
Contact: M. Woollacott, Fax: 650-312-0668, Phone: 650-312-0626, Email: matthew_woollacott@infoworld.com

Solaris Web Server Administrator (IFW) Duties include overseeing and designing installations of Solaris. Configures and manages networking, cron, NFS, replication, and Veritas backup system. Maintains and, when necessary, writes and upgrades Perl scripts and system configuration and other shell scripts. Manages web serving environment using Netscape Enterprise Server 3.6x, including major and minor configuration changes, server side includes, and logging and log rotation. *Location: San Mateo CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Audience Development Manager (IS) The Audience Development Manager, working with Director of On-line Consumer Marketing, will be responsible for implementing and managing promotional and retention marketing programs aimed at improving and enriching user experience for customers of TheStandard and its related editorial and e-commerce products. Duties include but are not limited to: managing the rotation/updating of promotional messages, medallions, banners, etc. on the site, developing loyalty/rewards programs for valuable customers, working closely with Product Development Directors to create product-specific promotion programs on the web site., develop strategy for extracting maximum value and ROI from customer data via customized promotions, rewards programs, premiums, etc., and managing the e-mail list rental program. The ideal candidate will have 3+ years' experience in a similar role with a demonstrated understanding of traditional and on-line direct marketing strategies. Must have strong PC, project management and written and oral communication skills. Knowledge of the Internet industry plus. *Location: San Francisco CA*
Contact: T. Lin, Fax: 415-733-5401, Phone: 415-733-5485, Email: tommyl@thestandard.com

Circulation Director (IS) The Circulation Director will be responsible for planning, organizing, and coordinating all the circulation activities of the company. Handle budgeting, planning, and profitability analysis, as well as independent direction and implementation of promotion efforts. Supervise subscription fulfillment, and subscription promotion activities. Maintain relationships with outside vendors (including printers, fulfillment services, data processing, and consultants) and orchestrate the execution of circulation strategy to optimize the profitability of the magazine. The ideal candidate will have 5+ years' experience as a circulation director on a major business publication and strong direct-marketing skills, 4+ year's computer modeling experience, personal computer literacy and thorough knowledge and experience an all phases of circulation promotion, fulfillment, and financial analysis. Proven managerial and organizational skills. Strong communications skills and mature, professional style needed. *Location: San Francisco CA*
Contact: T. Lin, Fax: 415-733-5401, Phone: 415-733-5485, Email: tommyl@thestandard.com

Web Developer/Programmer (IDG/GMG) GameProWorld.com is seeking a Web Developer/Programmer. This position will focus entirely on back-end development, DB management, Vignette Programming, Oracle DB Admin and SQL programming. This position will work closely with the Product Manager/Production team to develop additional features and services on ameProWorld.com. Must have working knowledge of Oracle DB, SQL and Perl with experience building database driven sites. C++ and Vignette experience is a plus. E-mail, fax or mail (GameProWorld.com, Attention: Craig Eastman, 501 Second Street, Suite 500 San Francisco, CA 94107) a resume and cover letter with salary requirements *Location: San Francisco CA*
Contact: C. Eastman, Fax: 415-975-2630, Phone: 415-978-2246, Email: ceastman@gameproworld.com

On-line Promotions Manager (IS) On-line Promotions Manager, working with Director of On-line Consumer Marketing, will be responsible for implementing and managing the promotional and direct marketing programs aimed at acquiring new customers for TheStandard.com and its related editorial and e-commerce products. Duties include but are not limited to: creating, implementing, and managing electronic direct response advertising campaigns aimed at increasing qualified traffic to TheStandard.com, as well as its individual products and services, manage relationships and communication among multiple vendors to develop banner creative, special web pages, direct e-mail messages and other interactive advertising vehicles to promote Standard products, manage promotional programs for products produced by TheStandard.com, create and implement promotional programs for individual e-mail newsletters, Intelligence Store products, Recruitment, Directories and others. The ideal candidate will have 3+ years experience in a similar role with a demonstrated understanding of traditional and on-line direct marketing strategies. Must have strong PC, project management and written and oral communication skills. Knowledge of the Internet industry plus. *Location: San Francisco CA*
Contact: T. Lin, Fax: 415-733-5401, Phone: 415-733-5485, Email: tommyl@thestandard.com

Editorial Research Assistant (IS) Contract positions (with the potential of becoming full-time) currently available for editorial research assistants. Applicants must be extremely Web-savvy, with impeccable research skills, strong writing talents, and solid verbal communication. Knowledge of AP style is essential, as is success with sifting through the Web wasteland to find data diamonds-in-the-rough. The ability to handle multiple assignments simultaneously will give you the edge. *Location: San Francisco CA*
Contact: H. Boyle, Fax: 415-733-5401, Phone: 415-617-4117, Email: hboyle@thestandard.com

Account Executive (IS) The person in this position will be responsible for providing multi-functional support to the Sales Manager of Recruitment, as well as working in close contact with the On-line Recruitment & Directory Business Development Manager. The Standard's on-line recruitment product will go live within the month and we are looking for an individual to serve as the point person for client contact, sales and product development. The ideal candidate will have strong written and communication skills, the ability to handle multiple tasks simultaneously, be detail-oriented and have at least one year of experience in Sales or Sales Support. PC skills are required. Experience in publishing, advertising, on-line or marketing preferred. *Location: San Francisco CA*
Contact: A. O'Hara, Fax: 415-733-5401, Phone: 415-733-5455, Email: anno@thestandard.com

Sales Manager, Texas (IS) Our continued success has created an excellent opportunity for a Sales Manager to open our Texas office. The Texas Sales Manager will be responsible for a full range of outside sales and account management duties. Duties include, but are not limited to, servicing and expanding existing business, developing special opportunities, and coordinating group sales efforts with The Standard sales team. Candidates should have a minimum of two to three years outside sales experience. The ideal candidate will have strong presentation, negotiation, and outside sales skills along with strong sales forecasting, organizational and writing skills. Candidates should be able to work well both independently and as a member of the sales team. Well-established agency and client contacts a plus. Familiarity with the high tech and global markets highly desired. *Location: San Francisco CA*
Contact: K. Rodler, Fax: 415-733-5401, Phone: 415-617-4155, Email: kater@thestandard.com

Ad Coordinator (ITCareers) Seeking an Ad Coordinator for recruitment advertising department. Responsibilities include gathering and entering all data pertinent to the booking of Recruitment advertising; heavy telephone contact with and in support of clients, agencies, and sales offices; maintain accurate sales records and reports for management; typeset and proof ads as needed. Work in liaison with Sales/Production/Finance departments. Must have strong multitasking and organizational skills, a customer service attitude and excellent phone manner. Must be detailed oriented and able to perform well under daily and weekly deadlines. 1-3 year's experience in advertising, coordination print, and product preferred. Advanced computer (PC and Mac) skills required. *Location: San Mateo CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Director, Message Express (ITworld) Seeking a senior level manager to help support and grow Message Express email service bureau business. Responsibilities include product development and general management of Message Express, including specifying enhancements to the production interface, messaging customization, unsubscribe preferences and procedures, client database design and functionality, internal and external reporting, P&L tracking, and developing new operational procedures. Director will also provide project management for client database updates, and manage the email list production staff and database management staff to ensure that we are efficient, responsive to our customers, and be able to maintain our tremendous growth rate. Competitive analysis of other services in this growing market will be critically important to maintain a stable client base. Also responsible for client support and new business development, the ideal candidate for this position will have a mix of database marketing, client services, and technical project management experience. Prior management experience is a must. Experience working with databases and email technology is important. *Location: Southborough MA*
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Facilities Administrator (NWW) Primary area of responsibility for this position is to support Mail Room services for Network World and ITworld.com. This includes sorting/distributing all incoming mail and packages as well as interoffice mail. In addition you will provide courier service between other IDG companies and work on special projects in the facilities department. Position involves a high degree of customer interaction and requires extraordinary customer service skills, the ability to use postage meters, and overnight packaging systems. A current valid driver's license and good driving record are required. Computer skills are a plus! *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

Web Software Engineer-Fusion (NWW) Network World is looking for a creative web engineer to join a growing team of individuals responsible for the development and support of our on-line initiatives. On our web site (http://www.nwfusion.com), we are currently running an Apache web server on Solaris and are looking for an individual to assist in the design, development and support of new functions. In this position, you will design and develop enhanced software and add-on tools for our digital web publishing system. The position requires solid web-design skills, innovation, and ability to work with an extended team. We will use a mix of in-house development and integration with third party tools. Experience required in all or some of the areas: Java, JSP, Perl, C, ASP, Apache, IIS, Solaris, NT, Oracle 8I, MSSQL7. http://www.nwfusion.com is the largest targeted Networking site on the web and has more reported traffic than any other targeted networking site. Experience with high volume sites is desirable. *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

Associate Editor (PCW) PC World is looking for an Associate Editor to join its award-winning Reviews team. Candidates should have a thorough knowledge of issues in the computer industry; 2 years of computer magazine writing and editing experience; the ability to produce polished, hard-hitting reviews for a consumer audience; and the ability to work rapidly and accurately under pressure. Management experience and a working knowledge of Access and Excel are a plus. *Location: San Francisco CA*
Contact: T. Capen, Fax: 415-442-1891, Phone: 415-978-3225, Email: tracey_capen@pcworld.com

Presentation Specialist (PCW) PC World is seeking a highly creative and organized presentation professional to produce sales and marketing materials. Requires a good blend of computer knowledge & design sense; demonstrated ability to visually display quantitative info; excellent command of PowerPoint (PC); working knowledge of Quark, Illustrator, & PhotoShop for PC & Mac; and the ability to work under strict deadlines and juggle multiple projects. *Location: San Francisco CA*
Contact: S. Wong, Fax: 415-442-1891, Phone: 415-978-3181, Email: sandy_wong@pcworld.com

Tax Manager (IDG/CSG) Reporting to the Vice President of Corporate Tax, this position will assist in the coordination of IDG's federal and state tax compliance and planning effort. Includes overseeing the preparation of a consolidated federal and multi-state income tax returns; information reporting on foreign entities; foreign tax credit; unitary filings. Will also be responsible for quarterly and year end tax provisions; coordination of IRS and state/local audits as well as year end financial audit; ongoing planning and research; business unit consultation. 7 - 12 years tax experience required. CPA/MST desired. Location: Framingham MA
Contact: J. Lynch, Fax: 508-935-4600, Phone: 508-935-4041, Email: julie_lynch@idg.com

BU	Category	Title	Location	Contact	Phone#	Fax#
CIO	Ad Sales	Regional Sales Manager	San Francisco CA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Admin	Administrative Assistant	Framingham MA	C. Moloney	P: 508-935-4721	F: 508-935-4600
CIO	Admin	Advertising Sales Associate	Philadelphia PA	C. Moloney	P: 508-935-4721	F: 508-935-4600
CIO	Admin	Data Applications Coordinator	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Admin	Office Services Assistant/Receptionist	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Art/Design	Graphic Designer	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Bus Dev	Business Development Manager	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Edit	Copy Editor	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Edit	Features Editor	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Edit	Features Writer	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Web Tech	Web Technologist	Framingham MA	C. Moloney	P: 508-935-4721	F: 508-935-4600
Comp Curr	Edit	Associate Editor	Berkeley CA	R. Luhn	P: n/a	F: 510-527-4106
Comp Curr	Edit	Copy Editor	Berkeley CA	R. Luhn	P: n/a	F: 510-527-4106
Comp Curr	Edit	Managing Editor	Berkeley CA	R. Luhn	P: n/a	F: 510-527-4106
CW	Edit	Assistant Business Editor	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Assistant Technology Editor	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Business Feature Editor	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Copy Editor	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	News Editor	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Online Editor	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Sr. Reporter	San Mateo CA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Sr. Reporter	Open	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Web Designer	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Events	Conference Manager	Framingham MA	M. McGrath	P: 508-820-8663	F: 508-626-8524
CW	HR	Human Resources Director	Framingham MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
CW	IS	Help Desk Technician/Mac Support	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	IS	Online Developer	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	IS	Systems Administrator	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	IS	Systems Specialist/Help Desk	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Rsch	Audience Research Specialist	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Sales	Account Executive	Framingham MA	L. Gomes	P: 508-820-8249	F: 508-875-3701
CW	Sales	Field Marketing Executive	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Sales	Sales Program Manger for Growth Markets	San Mateo CA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
Executrain		Training Services Support Manager	Latin America or possibly Atlanta	K. Morris	P: +44 1908 399920	F: +44 1908 399920
FCW	Ad Sales	District Sales Manager	Falls Church VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Chief Copy Editor	Falls Church VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Reporter	Falls Church VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	IS	Information Systems Manager	Falls Church VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
GWAN	Sales	Director of Interactive Sales	San Francisco CA	M. Crafts	P: 415-267-4528	F: 415-267-4558
GWAN	Sales	Director of Interactive Sales	NY or CT	M. Crafts	P: 415-267-4528	F: 415-267-4558
GWAN	Sales	Interactive Sales Associate	San Francisco CA	M. Crafts	P: 415-267-4528	F: 415-267-4558
GWAN	Sales	Interactive Sales Manager	San Francisco CA	M. Crafts	P: 415-267-4528	F: 415-267-4558
IDC	Admin	Group Operations Coordinator, eBusiness	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Bus Dev	Research Manager, Global Research Organization	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Exec	VP/Chief Technology Analyst, End User Business	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Fin	Accounting Coordinator	Framingham MA	C. Moloney	P: 508-935-4721	F: 508-935-4600
DC	Fin	Financial Analyst	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4610
IDC	HR	Education Coordinator	Framingham MA	D. Bernardi	P: 508-935-4361	F: 508-935-4432
IDC	Intern	Intern, IS Outsourcing Services	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Latin America	Mountain View CA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Library	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Smart Handheld Devices	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Support Services Database	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	IS	Sr. Systems Administrator	Framingham MA	M. Maynard	P: 508-988-6719	F: 508-935-4432
IDC	Mktg	Interactive Marketing Manager	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Mktg	Marketing Specialist	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Mktg	Marketing Specialist - Systems, Storage & Semiconductor Research Programs	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Prod	Product Manager/ Senior Web Developer, WW Services Research	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Prod	Senior Web Developer	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Prod	Technical Educator	Framingham MA	D. Bernardi	P: 508-935-4361	F: 508-935-4432
IDC	Prod	Web Developer, WW Services Research	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Associate Analyst, International Access Service	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Associate Analyst, Personal Computers	Framingham MA	M. Cornetta-Brown	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Director, Online Financial Services Advisor	Mountain View CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Newsletter Writer	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	On-line Content Editor/Writer	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Program Director, Collaborative Computing	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Program Manager, Web Hosting	New York NY	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Analyst, Asset Management - UNIX	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Research Analyst, Asset Management, PC Server Market	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Research Analyst, Document & Content Technologies	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Analyst, IT Markets & Strategies	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Research Analyst, LAN	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Research Analyst, Network and Service Management	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Research Analyst/Account Manager	Framingham MA	M. Cornetta-Brown	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Analyst/Sr. Analyst Corporate Computing Vertical Views	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Research Director, Client Infrastructure Software	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Manager, Client Infrastructure Software	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Manager, Enterprise Resource Management	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Manager/Sr. Research Analyst, Semiconductors	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Rsch	Senior Analyst, Business Process Outsourcing	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Senior Analyst, Internet & ASP Services	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Senior Analyst/Research Manager, Consumer eCommerce Advisor Program	Mountain View CA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Call Center Services	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Data Communications	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
DC	Rsch	Senior Research Analyst, IT Education & Training Services	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
C	Rsch	Senior Research Analyst, Latin America Internet Research	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
DC	Rsch	Senior Research Analyst, Worldwide Services	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Sr. Analyst, Storage Mechanisms	Mountain View CA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Sr. Research Analyst, Investment Research Services (IRS)	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Sr. Research Analyst, Latin America Server Research	Miami FL	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Client Service Representative, Hardware Accounts	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432

BU	Category	Title	Location	Contact	Phone#	Fax#
IDC	Sales	Client Service Representative, Internet/eBusiness Accounts	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Inside Sales Representative, Major Accounts	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Sales Manager, Consulting Sales Major Accounts	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Telesales Representative	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Web Tech	Customer Support Representative - Interactive Products	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC Asia/Pacific	Rsch	Senior Analyst, Commercial Systems & Servers	Singapore	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Asia/Pacific	Sales	Account Manager	Singapore	N. Hill	P: +852-2905-4235	F: +852-2537-734
IDC Australia	Rsch	Senior Analyst/Program Manager, Telecommunications	Sydney Australia	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Australia	Rsch	Sr Research Analyst, Internet/Telecommunications	Sydney Australia	C. Fell	P: +61-2-9925-2240	F: +61-2-9922-3682
IDC Australia	Rsch	Sr. Analyst/Regional Program Manager, Telecomm	Sydney Australia	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Australia	Sales	Account Manager	Sydney Australia	N. Hill	P: +852-2905-4235	F: +852-2537-7347
IDC Beijing	Rsch	Senior Research Analyst, Telecommunications	Beijing PRC	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Canada	Rsch	Senior Research Analyst, Software Research	Toronto Canada	D. Marshall	P: +416-369-0033	F: +416-369-0419
IDC E/C Europe	Rsch	Research Analyst, LAN & Internetworking Technologies	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Rsch	Research Analyst, Peripherals	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Rsch	Research Analyst, Personal Computers Research	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Rsch	Senior Research Analyst, Software and Services	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Sales	Business Development Manager	Zurich Switzerland	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Sales	Business Development Manager	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC France	Rsch	Associate Research Analyst, Collaborative Technologies	Paris France	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Spain	Admin	Office and Administration Assistant	Madrid Spain	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Spain	Rsch	Research Analyst, Communications	Madrid Spain	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Spain	Sales	Sales & Business Development Manager	Madrid Spain	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
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IDG Central Svcs	Facil	Mail Services Coordinator	San Francisco CA	S. Lynn	P: 415-978-3337	F: 415-267-1777
IDG Central Svcs	Facil	Senior Mail Services Coordinator	San Francisco CA	S. Lynn	P: 415-978-3337	F: 415-267-1777
IDG Central Svcs	Facil	Senior Receptionist	San Francisco CA	S. Lynn	P: 415-978-3337	F: 415-267-1777
IDG Comm	Ad Sales	VP, Business Development (2)	Boston MA and San Francisco CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG Comm	Admin	Administrative Assistant	Framingham MA	C. Moloney	P: 508-935-4721	F: 508-935-4600
IDG Comm	HR	Human Resource Manager	San Francisco CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IDG Comm	HR	Human Resource Manager	San Mateo CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IDG Comm	HR	Senior Recruiter	San Francisco CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IDG Comm	Mktg	Graphics Specialist	San Francisco CA	C. DeBalko	P: 415-676-3003	F: N/A
IDG Comm	Mktg	Marketing Coordinator	San Francisco CA	C. DeBalko	P: 415-676-3003	F: N/A
IDG GC	Admin	Operations Assistant	San Mateo CA	D. Garza	P: 650-524-5701	F: 650-524-5730
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IDG.net	Edit	Assistant Editor	San Francisco CA	J. Corral	P: 415-267-4562	F: 415-267-4558
IDG.net	Prod	Assistant Product Manager	San Francisco CA	S. Huseby	P: 415-267-4517	F: 415-267-4558
IDG.net	Web Tech	Senior Internet Systems Programmer	San Francisco CA	W. Kessler	P: 415-267-4536	F: 415-267-4558
IDG/B	Admin	Contract Coordinator	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Admin	Sales Maintenance Specialist	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Admin	Subsidiary Rights Assistant	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Art/Design	Junior Designer	New York NY	J. Meyers	P: 212-654-8504	F: 212-654-4731
IDG/B	Edit	Acquisition Editor	Foster City CA	D. Harris	P: 650-653-7194	F: 650-653-7513
IDG/B	Edit	Assistant Editor	New York NY	J. Meyers	P: 212-654-8504	F: 212-654-4731
IDG/B	Edit	Associate Acquisition Editor	Foster City CA	D. Harris	P: 650-653-7194	F: 650-653-7513
IDG/B	Edit	Editor	New York NY	J. Meyers	P: 212-654-8504	F: 212-654-4731
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IDG/B	Edit	Editorial Assistant	Foster City CA	D. Harris	P: 650-653-7194	F: 650-653-7513
IDG/B	Edit	On-line Content Editor	Foster City CA	D. Harris	P: 650-653-7194	F: 650-653-7513
IDG/B	Edit	Senior Production Editor	New York NY	J. Meyers	P: 212-654-8504	F: 212-654-4731
IDG/B	Edit	Training/QA Development Editor	Indianapolis IN	M. Boese	P: 317-572-3359	F: 317-572-4001
IDG/B	Events	Event Marketing Coordinator	Foster City CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Fin	Accountant	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Fin	Financial Analyst - Sales & Marketing	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	IS	Director, Distributed Computing	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	IS	EDI Coordinator	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	IS	Educational Sales Representative	Indianapolis IN	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Legal	Publishing Counsel	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Advertising Manager	Foster City CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Mktg	Copy Specialist	Foster City CA	HR Dept/Books	P: 650-653-7197	F: 650-653-7513
IDG/B	Mktg	Marketing Creative Direction Manager	Foster City CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Mktg	Marketing Creative Direction Specialist - Domestic Channels	Boston MA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Mktg	Marketing Design Manager	Foster City CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Mktg	Marketing Production Specialist	Foster City CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Mktg	Packaging Cover Coordinator	Foster City CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Mktg	Packaging Digital Artist/Illustrator	Foster City CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Mktg	Packaging Production Designer	Foster City CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Mktg	Product Marketing Coordinator	Foster City CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Operations	Receptionist	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	PR	Senior Publicist, Tech Publishing Division	Foster City CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Prod	Administrative Assistant - Marketing & Creative Services	Foster City CA	H. Durbin	P: 650-653-7202	F: 650-653-7513
IDG/B	Prod	Associate Quality Control Technicians	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	Prod	Graphic Technician (2nd Shift)	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	Prod	Illustrator	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	Prod	Online Supervisor	Foster City CA	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	Prod	Page Layout Technician	Foster City CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Production Systems Specialist	Foster City CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Quality Control Technician	Foster City CA	D. Harris	P: 650-653-7194	F: 650-653-7513
IDG/B	Rsch	Creative Director	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Rsch	Research Manager	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Sales	Account Manager - Corp. & Gov. Sales	Indianapolis IN	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Sales	Associate Foreign Rights Manager	New York NY	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Sales	Consumer Special Sales Manager	Chicago IL or NY,NY	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Sales	Customer Services Representative	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	Sales	Inside Sales Representative	Indianapolis IN	M. Boese	P: 317-572-3359	F: 317-572-4001
IDG/B	Sales	Inside Sales Representative - Specialty Retail & Pet	Indianapolis IN	M. Boese	P: 317-572-3359	F: 317-572-4001
IDG/B	Sales	International Account Coordinator	Indianapolis IN	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Sales	International Account Manager	Chicago IL;Ind IN;NY NY	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Sales	International Operations Supervisor	Indianapolis IN	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Sales	Pet Trade Account Manager	Indianapolis IN	H. Durbin	P: 650-653-7202	F: 650-653-7513

BU	Category	Title	Location	Contact	Phone#	Fax#
IDG/B	Web Tech	Web Developer	Foster City CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/CMC	Admin	Executive Assistant	San Mateo CA	L. Lorenzana	P: 650-312-0693	F: 650-312-0547
IDG/CMC	Admin	Sales Coordinator	San Mateo CA	R. Schuett	P: 650-312-0614	F: 650-312-0547
IDG/CMC	Conf	DemoLetter Customer Services/Subscription Coordinator	San Mateo CA	L. Whittle	P: 650-312-0556	F: 650-312-0547
IDG/CSC	Legal	Attorney	Framingham MA	J. Lynch	P: 508-935-4041	F: 508-935-4600
IDG/CSG	Admin	Part-time Office Assistant	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/CSG	Facil	Office Services Coordinator	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/CSG	Fin	Tax Manager	Framingham MA	J. Lynch	P: 508-935-4041	F: 508-935-4600
IDG/GMG	Ad Sales	Regional Sales Manager	New York NY	T. Nemiro	P: 415-978-3203	F: 415-267-1742
IDG/GMG	Art/Design	Art Director	San Francisco CA	FMAO	P:	F: 415-546-5225
IDG/GMG	Circ	Customer Service Representative	San Francisco CA	T. Nemiro	P: 415-978-3203	F: 415-267-1742
IDG/GMG	Circ	Single Copy Sales Manager/Director	San Francisco CA	T. Nemiro	P: 415-978-3203	F: 415-267-1742
IDG/GMG	Edit	Associate Editor	San Francisco CA	FMAO	P:	F: 415-546-5225
IDG/GMG	Edit	Associate Editor	San Francisco CA	K. Skaggs	P: 650-978-2237	F: 650-349-8347
IDG/GMG	Edit	Channel Manager	San Francisco CA	K. Skaggs	P: 650-978-2237	F: 650-349-8347
IDG/GMG	Edit	Copy Editor	San Francisco CA	K. Skaggs	P: 650-978-2237	F: 650-349-8347
IDG/GMG	Edit	Editor	San Francisco CA	J. Samuel	P: 415-978-3239	F: 415-975-2630
IDG/GMG	IS	Manager of Information Systems	San Francisco CA	B. Sours	P: 650-286-2545	F: 650-349-5279
IDG/GMG	Sales	West Coast Sales Manager	San Francisco CA	T. Nemiro	P: 415-978-3203	F: 415-267-1742
IDG/GMG	Web Tech	Web Developer/Programmer	San Francisco CA	C. Eastman	P: 415-978-2246	F: 415-975-2630
IDG/GS	Admin	Administrative Coordinator	San Francisco CA	P. Mylchreest	P: 415-676-3004	F: 415-331-0881
IDG/GS	Sales	APAC Regional Manager	Singapore	C. Spence	P: +44-1784-210-210	F: +44-1784-210-200
IDG/GS	Sales	Director of International Accounts	East Coast	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG/GS	Sales	International Sales Associate	Framingham MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG/Rsch	Rsch	Research Associate	Framingham MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG/WEC	Conf	Conference Coordinator	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Conf	Conference Manager	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Events	Event Operations Coordinator	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Events	Event Operations Keynote Manager	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Events	Exhibitor Services Coordinator	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Events	Operations Manager	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Events	Registration Coordinator	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Facil	Office Services Coordinator	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Fin	Staff Accountant	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Mktg	Marketing Coordinator	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Mktg	Marketing Director	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Mktg	Marketing Manager (ComNet)	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Mktg	Marketing Manager (MACWORLD Expo)	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Sales	Sales Manager	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
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IFW	Admin	Sales Administration Manager	San Mateo CA	J. Alonzo	P: 650-312-0454	F: 650-312-0668
IFW	Edit	Associate News Editor	San Mateo CA	M. Woollacott	P: 650-312-0626	F: 650-312-0668
IFW	Facil	Office Services Coordinator	San Mateo CA	O. Lawrence	P: 1-800-227-8365	F: 650-312-0668
IFW	IS	Senior Information Systems Manager	San Mateo CA	M. Shroeder	P: 650-312-0653	F: 650-312-0668
IFW	PR	Public Relations Manager	San Mateo CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Sales	Account Executive	East Coast	J. Nightingale	P: 650-312-0532	F: 650-312-0668
IFW	Sales	Account Executive	San Mateo CA	M. Calvanico	P: 650-312-0575	F: 650-312-0668
IFW	Web Tech	Associate Technical Director	San Mateo CA	S. Santinelli	P: 650-312-0498	F: 650-312-0668
IFW	Web Tech	Solaris Web Server Administrator	San Mateo CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Web Tech	Web Developer	San Mateo CA	L. Wonnacott	P: 650-312-0473	F: 650-312-0668
IS	Admin	Receptionist	San Francisco CA	S. Johnson	P: 415-733-5418	F: 415-733-5401
IS	Bus Dev	Manager of Directories	San Francisco CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IS	Circ	Audience Development Manager	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Circ	Circulation Director	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Circ	Customer Service Representative	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Circ	On-line Promotions Manager	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Conf	Conference Manager	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Conf	Customer Service Manager, Conference & Events	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Conf	Web Coordinator, Conference & Events	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Edit	Copy Editor	San Francisco CA	M. Butts	P: 415-733-5473	F: 415-733-5401
IS	Edit	Editorial Research Assistant	San Francisco CA	H. Boyle	P: 415-617-4117	F: 415-733-5401
IS	Edit	Metrics Reporter	San Francisco CA	J. Macht	P: 415-617-4167	F: 415-733-5401
IS	Edit	Production Editor	San Francisco CA	J. Macht	P: 415-617-4167	F: 415-733-5401
IS	Fin	Operations Financial Analyst	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	IS	IS Technician	San Francisco CA	J. Wright	P: 415-733-5420	F: 415-733-5401
IS	IS	IS Web Support Manager	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	IS	Technology Director	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Mktg	Director of Marketing & Brand Development	San Francisco CA	K. Zeida	P: 415-733-5449	F: 415-733-5402
IS	Mktg	Marketing Communications Manager	San Francisco CA	R.Sweeney	P: 415-733-5456	F: 415-733-5401
IS	Operations	Distribution Manager	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Sales	Account Executive	San Francisco CA	A. O'Hara	P: 415-733-5455	F: 415-733-5401
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IS	Web Tech	Associate Producer	San Francisco CA	J. Payne	P: 415-733-5496	F: 415-733-5401
IS	Web Tech	SVP, Interactive	San Francisco CA	A. Patel	P: 415-617-4170	F: 415-733-5401
IS	Web Tech	Web Developer	San Francisco CA	A. Jones	P: 415-617-4123	F: 415-733-5401
IS	Web Tech	Web Production Assistant	San Francisco CA	J. Payne	P: 415-733-5496	F: 415-733-5401
ITCareers	Ad Sales	Ad Coordinator	San Mateo CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
ITCareers	Admin	Sales Associate	San Mateo CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
ITCareers	Mktg	Marketing Specialist	San Mateo CA	K. Flanagan	P: 650-312-7582	F: 650-312-0668
ITCareers	Prod	Ad Coordinator	San Mateo CA	M. Schroeder	P: 650-312-0653	F: 650-312-0668
ITCareers	Sales	Regional Sales Manager	San Mateo CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
ITworld	Admin	Administrative Technical Coordinator	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Edit	Associate Editor	San Francisco CA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Edit	Associate Editor, LinuxWorld	San Francisco CA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Edit	Copy Editor	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Edit	Copy Editor	San Francisco CA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Edit	Design Director	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Edit	Senior Editor	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Edit	Web Community Editor	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	IS	Director, Message Express	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	IS	List Administrator (3pm - 11pm shift)	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	IS	Oracle Database Administrator	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788

BU	Category	Title	Location	Contact	Phone#	Fax#
ITworld	Mktg	Product Marketing Manager	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Sales	District Sales Manager	New Jersey or NY NY	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Sales	Regional Sales Manager	San Francisco CA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Web Tech	Graphic Production Specialist	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Web Tech	Web Engineer	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Web Tech	Web Production Manager	San Francisco CA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
Mac Pub	Admin	Executive Assistant	San Francisco CA	A. Gore	P: 415-243-3603	F: 415-243-3644
Mac Pub	Admin	Office Assistant	San Francisco CA	E. Lilly	P: 415-243-3677	F:
Mac Pub	Admin	Receptionist	San Francisco CA	E. Lilly	P: 415-243-3677	F:
Mac Pub	Art/Design	Design Associate	San Francisco CA	E. Leishman	P: 415-243-3639	F: 415-442-0766
Mac Pub	Edit	How-To/Help Editor	San Francisco CA	J.Snell	P:	F:
Mac Pub	IS	IT Manager	San Francisco CA	M. Talbot	P: 415-243-3543	F: N/A
Mac Pub	Mktg	Sr. Marketing Manager	San Francisco CA	S. Plevin	P: 415-243-3509	F: 415-243-3592
Mac Pub	Sales	Online Account Manager	San Francisco CA	L. Pabon	P: 415-243-3526	F: 415-243-3657
Mac Pub	Sales	Online National Accounts Manager	San Francisco CA	L. Pabon	P: 415-243-3526	F: 415-243-3657
NWW	Admin	Sales Assistant	San Mateo CA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Edit	Senior Editor	West Coast	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Edit	Technology Editor	Southborough MA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Facil	Facilities Administrator	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	IS	Graphics Production Coordinator	Southborough MA	E. Price	P: 508-490-6472	F: 508-820-3340
NWW	IS	Network Specialist	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	IS	Web Software Engineer-Fusion	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Sales	Account Executive	Santa Clara CA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Sales	Account Executive-Direct Response	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Sales	Account Manager, Seminars and Events	Santa Clara CA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Web Tech	Web Producer - Fusion Editorial	Southborough MA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
PCW	Ad Sales	Account Manager	San Francisco CA	R. Kops	P: 415-978-3385	F: 415-442-1891
PCW	Ad Sales	Account Representative	Irvine CA	S. Green	P: 949-442-4021	F: 949-250-4881
PCW	Ad Sales	Associate Publisher, pcworld.com	TBD	B. Ostrow	P: 508-370-0844	F: 508-872-6912
PCW	Edit	Associate Editor	San Francisco CA	G. Frame	P: 415-978-3193	F: 415-442-0758
PCW	Edit	Associate Editor	San Francisco CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW	Edit	Editor in Chief	San Francisco CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	Edit	Senior Associate Editor	San Francisco CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW	Edit	Senior Associate Editor	San Francisco CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW	Edit	Senior Editor, Features	San Francisco CA	B. Grimes	P: 617-482-2389	F: 617-426-0235
PCW	IS	Applications Developer	San Francisco CA	N. Bailey	P: 415-978-3235	F: 415-442-1891
PCW	IS	Information Systems Specialist	San Francisco CA	M. Robles	P: 415-978-3233	F: 603-687-4488
PCW	Mktg	Marketing Specialist	San Francisco CA	S. Wong	P: 415-978-3181	F: 415-442-1891
PCW	Mktg	Presentation Specialist	San Francisco CA	S. Wong	P: 415-978-3181	F: 415-442-1891
PCW	R&T	Performance Analyst	San Francisco CA	E. Kirschling	P: 415-974-7426	F: 415-546-1673
Webby	Admin	Executive Assistant	San Francisco CA	R .Anderson	P:	F: 415-882-7092
Webby	Web Tech	Webmaster	San Francisco CA	T. Nemiro	P: 415-978-3203	F: 415-267-1742

IDC's branding campaign at-a-glance

- Standardize name to IDC
- Adopt new global tagline, "Analyze the Future"
- Adopt internal set of core values: Insight, Integrity and Service
- Live the IDC brand

Ready, set, action!

An 18-member Branding Task Force has been created to implement the branding strategy and devise an action plan for every aspect of IDC's business.

In addition to **MaryAnne Sinville**, who chairs the group, the members are **Lisa Bloom**, **Vicki Brown**, **Hillary DeMello**, **Michael Deutsch**, **Debra Goldfarb**, **Jon Guloyan**, **Pat Hafford**, **Brian Harrold**, **Cort Isernhagen**, **Tom Kiersted**, **Mark Levitt**, **Paul Mason**, **Tony Membrino**, **Megan Muratore**, **Meryl Salter**, **Eleanor Storch** and **Elisa van Dam**.

The Research subcommittee, for example, is looking at how to deliver on the tagline promise of "Analyze the Future." Some recommendations to date are 1) incorporate scenarios into research, 2) start with the future instead of the past in Executive Summaries, 3) use current tense in writing style rather than past tense, 4) create a "future implications" call-out box in reports and bulletins. A formal change has already been made to IDC's most popular research documents, formerly known as Market Review and Forecasts, which will now be called Market Forecasts and Analysis.

IDC

continued from page 1

About four years ago IDC focused its branding on the company's unparalled global reach. IDC has 500 analysts based at research offices in 42 countries, a worldwide force no other IT market research firm can match. "That campaign worked really well," noted Sinville. "Now, we want to expand people's perceptions of IDC to include responsiveness and thoughtful insight."

Therefore, while continuing to emphasize IDC's reputation for global data collection excellence, IDC's new brand foundation consists of an internal set of core corporate values or "mantra": Insight, Integrity and Service. While the three words aren't necessarily to be used together externally, Sinville noted, "those values should be at the core of all our business decisions and policies, and the concepts should be incorporated into our external messages."

IDC has incorporated the "Insight, Integrity, Service" values into its incentive and employee evaluation programs. The management team agreed on a set of personality characteristics (i.e., "living the IDC brand") that reflect the core value. As a result, internal messages and policies will support the concept that IDC values and promotes employees who are intelligent, unbiased, decisive, collaborative, genuine, forward looking, trustworthy, results oriented, caring and entrepreneurial.

In addition to the new tagline, corporate values and character traits, IDC has standardized its name. All offices worldwide are to do business as IDC, not International Data Corporation or International Data Corp. While the company's legal name may still vary from country to country — and the legal name should continue to be used for legal documents, Sinville added — IDC will be used by receptionists answering the phone and for signs, voice mail, marketing and research templates, press materials, etc.

"We've been receiving some phenomenal exposure in the press lately, but unfortunately we're being referred to by several different names, including IDC Research and IDC Corporation," Sinville said. "As a result, we're not presenting a strong and consistent brand to the marketplace. Simplifying to IDC will help our recognition factor."

IDC employees can find background information on the campaign in the Sales and Marketing Encyclopedia on Lotus Notes (under Corporate/Corporate Literature/Corporate Presentations/Company Branding Presentation).

In addition, the corporate identity Web site at www.idc.com:8080/idc contains examples of the modified logo. The Corporate Identity CD will also be updated to reflect changes in standard materials such as letterhead and business cards.

For more information contact MaryAnne Sinville at msinville@idc.com.

A palm computer could be yours!

As part of the brand campaign's internal rollout, IDC employees worldwide recently received a follow-up e-mail to the original announcement. The e-mail included five questions about the brand initiative. The names of all respondents with the correct answers will be entered into a drawing for the latest and greatest palm computing product. Deadline for entries is Feb. 10, and the drawing will be held during IDC's quarterly meeting in Framingham on Feb. 11.

The success of a branding campaign is entirely dependent on effective global communication of the brand internally, and it appears that IDCers have quickly embraced the concept. Just minutes after the follow-up e-mail was sent, the first contest entry came in from Singapore. Close to 50 more arrived in the next seven hours. Ah, the power of e-mail (and the lure of a nifty PDA).

Industry Standard

continued from page 1

Conlin also said outside investors were recommended by underwriters as something that would improve the value of a possible future initial public offering.

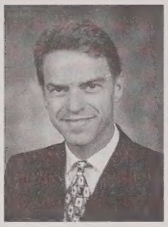
John Battelle, president and CEO of The Standard, said the $30 million will help the division develop its conferences, online directories, job-recruitment services and industry research products. "The success of the magazine itself has far exceeded our expectations," he said. "The new financing will not only build momentum for *The Industry Standard* but will also fuel our growth in other products and services for Internet business professionals."

The Industry Standard debuted in the spring of 1998. Last year, ad pages for 38 issues tallied 3,091, more than *Sports Illustrated* or *Newsweek*, according to published reports. Its Web site receives more than 6 million page views per month and offers daily e-mail newsletters.

For more information, contact Vice President of Marketing **Kerry Zeida** at kerryz@thestandard.com.

noteworthy people

Brown


Philbin

Benway

IDG WORLD UPDATE

Campbell

IDG WORLD UPDATE

Chou

IDG WORLD UPDATE

Cimino

Promotions

IDC has announced two promotions that will take effect April 3. Senior Vice President **Vicki Brown** takes on the new position of chief operating officer. IDC Asia/Pacific Vice President **Dennis Philbin** has been named to the new post of senior vice president, Internet Products and Partnerships, and will transfer to Framingham, Mass.

In her new post, Vicki will be responsible for managing Worldwide Marketing, Product Management, Strategic Planning and Implementation, Communications (Internal and External), Publishing Services and Technologies, and Operations. "I would like to recognize Vicki's outstanding leadership skills and her superb contributions to both the IT and IP&S groups over the past several years," said IDC President/CEO **Kirk Campbell**.

Dennis will be responsible for developing IDC's Internet partnerships with third-party Web sites and on-line services in order to sell IDC research and promote IDC's brand and content. He will also manage the Information Technology and the Interactive Products and Services groups. "Dennis has made superlative leadership contributions to the critically important Asia/Pacific region," Campbell noted. "We're looking forward to corporate-level contributions by Dennis to accelerate IDC's worldwide 'Web1st' orientation."

IDC Vice President/Information Technology **Mitchell Rose** has been promoted to chief information officer. "Thanks to Mitchell, the way we manage and use technology at IDC has changed dramatically to reflect not only our larger company status but also rapidly changing industry and market requirements," said IDC COO **Vicki Brown**. "In his 2 1/2 years at IDC, not only has Mitchell provided [IDC] with invaluable advice, but his actions and decisions have directly contributed to IDC's success and profitability."

InfoWorld's **Joe Benway** has been promoted from vice president/finance to senior vice president/COO, responsible for the Finance, Legal, IS, Production and Distribution groups. "Over the last year and a half, Joe has exhibited exceptional financial and operational skills," said InfoWorld President **Steve Moylan**. "Furthermore, Joe's experience in the broadcast and PR industries will help us work on our key strategic initiatives."

New employees

Christine Campbell has joined the IDG News Service in Boston as a copy editor. She most recently worked as an editorial intern at *Adweek* in her native Los Angeles while finishing her degree in print journalism. In her spare time, Christine enjoys designing Web pages and reading horror/thriller literature.

IDG.net has hired **Ann-Lee Chou** as advertising operations coordinator. She was previously a customer support coordinator with Bocom Corp. in Fremont, Calif., and is a graduate of the University of California/Berkeley with a B.A. in molecular biology and psychology. She likes backpacking, traveling and painting.

IDC has hired **Daniela Cimino** as a research editor. She was previously a project manager/copy editor with Benchmark Productions and managing editor at *Software* magazine. She holds a B.A. and an M.A. in Italian literature from Smith College in Northampton, Mass., and New York University, respectively.

A May graduate of the University of Notre Dame with a degree in French literature, **Kate Sullivan** joins IDC as an associate analyst. She has held two internships at EMC Corp. in the product marketing and OEM sales divisions. In her spare time she enjoys painting and athletics.

Nora Delgado has joined IDC's Miami-based Latin America sales team and will be responsible for all Latin America Internet and Telecom accounts. She was previously with ARCO Latin America where she managed Latin American sales and marketing based out of Caracas, Venezuela. She is fluent in Spanish and English and enjoys diving, running and golf.

Anna Harrah joins the *PC World* marketing team as marketing administrative assistant. She most recently was an enrollment counselor for a real estate school. She has a B.A. in philosophy from Lewis & Clark College in Portland, Ore. A sixth-generation Californian, she enjoys dancing and cooking.

Previously chief information officer for Piatti Restaurant Co., **Matthew Francis** is now director of information technology at *The Industry Standard*. He enjoys wine, food and music and claims to have survived Y2K "without a scratch."

Kiera Einhorn joins *The Industry Standard* as conference coordinator after successfully relocating from New York City where she worked as an assistant account executive at Young & Rubicam. She graduated from Penn State University in University Park, Pa., with a B.S. in communications.

Previously director of sales, worldwide accounts for Hilton Sales Worldwide, **Sue Oliker** is now conference manager for *The Industry Standard*. She earned a B.A. in advertising/marketing from San Jose (Calif.) State University and enjoys black-and-white photography, gourmet cooking and international travel.

George Kelly has been hired as an online copy editor by *The Industry Standard*. He previously worked for Ang Newspapers as a copy editor and holds a B.S. in communications from Bowie State University in Bowie, Md. Recently married, he enjoys writing fiction, exercise and volunteer work.

continued next page

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

16
Iris Clench *IDG Australia*

13
MaryAnne Sinville *IDC*
Magdalena Zabala *IDG Spain*
Olga Fernandez *IDG Spain*

12
Bruce Stephen *IDC*
Carole Plana-Prigent *IDG France*

10
Alvaro Morenes *IDG Spain*

9
Thomas Christensen *IDG Denmark*
Rosa Martin *IDG Spain*

8
Alison McKenzie *IDC U.K.*
ony Calamaro *FCW Government Technology Group*
Colleen O'Hara *FCW Government Technology Group*

7
Fiona Macrae *IDC U.K.*
John Mulcahy *IDC U.K.*

6
Jennifer Koppy *IDC*
Dagmar de Aquino *IDG Germany*
Daniela Radzio *IDG Germany*

5
Eric Owen *IDC U.K.*
Nancy Taylor *IDC U.K.*
Gina Rowles *IDG Global Solutions*
Natalie Eisner *IDC*
Nick Van Cleve *PC World*
Michelle Chan *IDG Hong Kong*
Karin Karlsén *IDG Sweden*
Angela Prodromou *IDG Australia*
Eugenio Barahona *IDG Spain*

4
Philippe de Marcillac *IDC*
Elizabeth Gagliardi *IDC*
Kathleen LaPorte *IDC*
Paris Burstyn *IDC*
Kazuki Seki *IDC Japan*

3
Sandra Rogers *IDC*
Jeff Langkau *FCW Government Technology Group*
Akiko Bando *IDG Japan*
Hideki Koizumi *IDG Japan*
Jean Luc Gonzalez *IDG France*

2
Baiju Nakarja *IDC U.K.*
Andrew Brown *IDC U.K.*
Peter Lemon *IDC U.K.*
Steven Minton *IDC U.K.*
Scott Moore *IDC U.K.*
Charyle Gandee *PC World*
Ellen Yang *IDC Beijing*
Diane Tomasik *FCW Government Technology Group*
Jannike Nobles *IDG Sweden*
Damir Omérov *IDG Sweden*
Johan Moberg *IDG Sweden*
Björn Olsberg *IDG Sweden*
Mikael Marschall *IDG Sweden*
Johan Sandin *IDG Sweden*
Jeff Coles *Laurentian Technomedia*
Amy Moran *Laurentian Technomedia*
Scott Mendham *IDG Australia*

1
Sam Dingwall *IDC U.K.*
Hugh Farmar *IDC U.K.*
Andrew Walton *IDC U.K.*
Robert Brookes *IDC U.K.*
Jonathan Holmes *IDC U.K.*
Thomas Meyer *IDC U.K.*
Karine Paoli *IDC U.K.*
Peter Pay *IDC U.K.*
John Gordon *IDC*
Erin Brenner *IDC*
Alain Cro *IDG France*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Noteworthy

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Editor **Joel Shore** comes to ITWorld.com from CMP where he held such positions as founding director of Computer Reseller News Labs, editor of ChannelWeb.com and editorial director of Channel Custom Publishing. He holds a B.A. and M.A in music with specialties in orchestration, conducting and composition from the University of Connecticut. A bass guitarist, he's looking for a band.

Paul Duthie has been hired by ITworld.com as Western district regional sales man-ger for ITcareers.com. He was previously senior account executive at JWG Associates. He earned an M.A. in international management from Thunderbird, the Graduate School of International Management of Technology at Arizona State University in Tempe. In his spare time he works on restoring "Ginger," his 1966 Toronado.

Previously a regional marketing manager with *BusinessWeek* in New York City, **John Bergan** is now *Computerworld*'s newest field marketing executive based in its San Mateo, Calif., office. He holds a B.S. in speech from Chicago's Northwestern University, enjoys sailing and touring the U.S., and is a music archivist specializing in The Grateful Dead.

Computerworld has hired **Navid Davani** as a field account executive in its Irvine, Calif., office. He was previously a national account executive with NCRI, handling new business development and client management. He holds a B.S. in business management from the University of Phoenix. Away from the office, he enjoys fitness and the stock market and spending time with his family and dalmatian Kodi.

Transfers

Elana Varon is *CIO*'s newest senior writer, coming from a six-year stay at *Federal Computer Week*, where she was most recently a senior reporter. She will be covering the public sector and keeping readers up to date on happenings in the U.S. Congress. She recently had her first child, a boy named Ari.

Returning employees

Gale Tedeschi left her position as sales associate at *Solutions Integrator*, went to Cahners Publishing and has now returned to IDG as an account executive with *Computerworld*'s Market team. In her spare time, she likes to travel, cook and entertain.

Once with *Computerworld*, Marketing Communications Manager **Nicole Glinski** comes to *CIO* from the Object Management Group where she was marketing programs manager. She holds a B.A. in media from Worcester (Mass.) State College and likes rollerblading, football and photography.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Sullivan

Varon

Glinski

IDG WORLD UPDATE PHOTOS

celebrating 10!

Name
Agnes Radnoti

Home
Budapest, Hungary

Joined IDG
In September 1988 as a graphic designer.

Current title
Art Director and Designer for *PC World*.

Most challenging part of your job
Every month starting the work from the beginning, always creating a brand-new design for *PC World*.

I joined IDG because
They trust in my ability. I can realize my ideas, and I can make decisions myself.

Best compliment you've ever received on your work?
Being promoted to art director of *PC World*.

Interests outside the office
I love animals, especially dogs. I also like movies, theatre and swimming.

What ability do you wish you had that you don't have?
Speak different languages and be able to drive.

Fantasy job
Painter

As a kid, what did you want to be when you grew up?
A ballet dancer

First job
I restored prehistoric pottery and medieval metallic archaeological findings in the Hungarian National Museum.

*IDG Hungary's **Agnes Radnoti** joins IDG Chairman **Pat McGovern** for dinner in honor of her more than 10 years of service to IDG.*

Your idea of a perfect day alone?
Sleeping, reading and listening to music.

If you won the lottery tomorrow, you would
Buy a big house for my family.

Manager's profile
"When I joined IDG 10 years ago, Agnes was already working for *Computerworld*. When *PC World* was launched in Hungary in the beginning of 1992, Agi became the lead graphic artist. In the last nine years *PC World* had been redesigned several times, but, thanks to Agi, it has always kept its own look. A year ago, when I became the editor-in-chief, I suggested updating *PC World*'s image. At the end of the last year, *PC World* achieved a great result in sales with an 18% growth — I think this result shows that Agi — and the whole *PC World Hungary* team — did a fantastic job."

— Akos Bognar, editor-in-chief, PC World Hungary

New address for *Thai Computerworld*

Media Trans Asia Limited, publisher of *Thai Computerworld*, moved to the following address on Feb. 1:

14th Floor, Ocean Tower II
75/10 Soi Wattana
Asoke,
Sukhumvit Road 21
Bangkok 10110

Tel: +66-2-661-6829/36
Fax: +66-2-661-6838

Happy (Lunar) New Year!

Yuan Tan, the Chinese Lunar New Year, is the longest chronological record in history, dating from 2600 B.C, when the Emperor Huang Ti introduced the first cycle of the zodiac. Like the Western calendar, the Chinese Lunar calendar is a yearly one, with the start of the lunar year based on the cycles of the moon. Therefore, the beginning of the year can fall anywhere between late January and the middle of February. This year it fell on Feb. 5, when the placid Year of the Rabbit made way for the volatile Year of the Golden Dragon. (The Golden Dragon takes place once in every 60-year cycle and promises to be an exciting, auspicious year, say astrologers.)

The Chinese Lunar Calendar names each of its 12 years after an animal. Legend has it that the Lord Buddha summoned all the animals to come to him before he departed from earth. Only 12 – the Rat, Ox, Tiger, Rabbit, Dragon, Horse, Snake, Sheep, Monkey, Rooster, Dog and Boar — came to bid him farewell, and as a reward he named a year after each one in the order they arrived. The Chinese believe the animal ruling the year in which a person is born has a profound influence on personality.

You can read your horoscope at www.hkta.org/horoscopes/index.html.

Do's and don'ts for the superstitious

- Clean the entire house before New Year's Day. Sweeping or dusting should not be done on New Year's Day for fear of sweeping good fortune away. Also, hair should not be washed for the same reason.

- Every door and window in the house should be open to allow the old year out.
- Wear red clothing, as it is sure to bring the wearer a sunny, bright future.
- Give children, close relatives and unmarried friends *lai see*, little red envelopes with new one dollar bills inside for good fortune.
- Do not use knives or scissors on New Year's Day as this may cut off fortune.
- Do not cry. If you cry on New Year's Day, you will cry all through the year.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4.000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423 9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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WWW.IDGWORLDUPDATE.COM

IDC launches ambitious worldwide customer management project

Representatives from IDC's worldwide sales offices gathered in Framingham last month to launch phase 1 of the company's first-ever global customer relationship management (CRM) system. Dubbed Sekai ("globe" or "world" in Japanese), when fully implemented the enterprise-wide system will store and track information about every IDC customer interaction worldwide allowing every sales person to know precisely how customers are being serviced around the globe. In addition, the system will automate various tasks and workflows, ensuring that customer information is disseminated quickly and action items are responded to in a timely fashion.

"A global CRM system for the worldwide sales force and marketing staff will enable collaboration and knowledge sharing and improve our ability to sell and service our customers, increase renewal rates and revenues and meet our growth goals in the coming years," said **Laura Nurzynski**, director of sales operations. Nurzynski is overseeing the development and implementation of Sekai, phase 1 of which is expected to be completed in this fiscal year.

In his opening remarks to the 40-member kickoff

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Setting the tone for the pace at which this project will proceed, kickoff meeting attendees voted on the project name on the first day of the meeting. Thanks to some upfront preparation and a very cooperative vendor, sweatshirts embroidered with the Sekai name were delivered on the second day just in time for this group photo. Standing (left to right): ***Shunsuke Murahashi****, Japan;* ***William Nash****, Framingham;* ***Nathan Hill****, Hong Kong;* ***Peter Pay****, U.K.;* ***Terina Scott****, Australia;* ***Don Best****, N.J.;* ***Chris Greene****, Framingham;* ***Mitchell Rose****, Framingham;* ***Steve Fontaine****, Mountain View, Calif.;* ***Ken Hoyt****, Framingham. Middle row (left to right):* ***Bob Richards****, Framingham;* ***Mark Ruckman****, Framingham;* ***Isa Korn****, U.K.;* ***Daniel Cardamone****, Miami;* ***Mark Sullivan****, Framingham;* ***Aaron Gao****, Framingham;* ***Paul Mouradian****, Framingham. Front (left to right):* ***Mary Gibbons****, Framingham;* ***Laura Nurzynski****, Framingham;* ***Chris Jarmul****, Irvine, Calif.;* ***Jim Farley****, Framingham;* ***David Maynard****, Framingham. Not pictured:* ***Jan de Wit****, Netherlands.*

FCW unveils new design and Web site for 2000

Federal Computer Week began the year with a publication redesign and a complete overhaul of its Web site, FCW.COM. Beginning with the Jan. 10 issue, *Federal Computer Week* converted from a news tabloid format to a magazine format and moved its breaking news coverage online.

The changes are designed to give *Federal Computer Week* readers context in a faster news stream. "We can't afford to hold news for an entire week," said Editor-in-Chief **Paul McCloskey**. "Our goal is to publish the latest federal IT news as it happens on our Web site and then bolster our coverage by providing news analysis, explanation and perspective in print. These changes allow us to provide a better information value than we could with the old form."

The format change in *Federal Computer Week*'s print edition accompanies a revamping of *FCW*'s Web site, which features daily news from the federal

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JOHNNY GOODYEAR

Members of the FCW editorial team pose with the redesigned issue. Front row (L-R): ***Allan Holmes****,* ***John Monroe****,* ***Dan Caterinicchia****,* ***Dan Verton****. Middle row (L-R):* ***Colleen O'Hara****,* ***Paul McCloskey****,* ***Lauren Hillman****,* ***Susan Morrison****. Back row (L-R):* ***L. Scott Tillett****,* ***Molly Ferrara****,* ***Diane Tomasik****,* ***Michelle Speir****,* ***Lisa McNair****,* ***Jeff Langkau****,* ***Greg Langlois****,* ***John Zyskowski****,* ***Bill Matthews.*** *(Not pictured: Web redesign team* ***Susan Miller****,* ***Doug Mashkuri.****)*

newsworthy in brief

IDG Romania manager presides over new Rotary Club in Bucharest

*IDG Romania Managing Director **Mihaela Gorodcov** invited IDG International Publishing Services President **David Hill** to be the guest speaker at her Rotary meeting last month. Hill talked about global IT trends for the coming year.*

IDG Romania General Manager **Mihaela Gorodcov** is not only charting the course for her business unit, she's also leading the way for a newly constituted Rotary Club in Bucharest.

Gorodcov is midway through her term as the founding president of the 36-member Rotary Club in Bucharest, one of 36 such clubs in Romania. Rotary is an organization of business and professional leaders united worldwide who provide humanitarian service and encourage high ethical standards in all vocations and global goodwill.

IT managers are well represented among Rotarians in her country, Gorodcov said. They have formed a task force to work with the Romanian government to guide national strategies for IT investment. Her group in Bucharest is involved in an effort to create an IT training center for doctors and nurses at a local hospital.

Back at her IDG desk, Gorodcov oversees a host of special projects in addition to the company's Web site (www.idg.ro) and core publications (*Computerworld*, *PC World*, *NetworkWorld* and a channel publication, *busine$$IT*). Among them: preparing an English-language supplement for CeBIT detailing the Romanian software industry, hosting a forum for IT and telecommunications companies and government agencies to discuss meeting criteria to join the European Union, and organizing the Convergent Networks show in late April.

In addition, IDG Romania recently became a member of that country's publications auditing bureau and will prepare for audits slated to begin in May.

World Update Online: Notes or Web?

Do you read IDG World Update Online via Notes or on the Web at www.idgworldupdate.com? Would you continue to access World Update Online if Notes was not an option and it was only available on the Web? Send your comments to world_update@idg.com.

Asia-Pacific Web Support Center set to meet March 7-9 in Hong Kong

The newly created Asia-Pacific Web Support Center (APWSC) will hold its first meeting in Hong Kong March 7-9.

The APWSC group will operate as a regional division of the Global Web Support Center now headed by IDG Netherlands Managing Director **Paul Molenaar**. The director of the APWSC is IDG New Zealand Web Manager **Mark Evans**, who in his new capacity reports to IDG Australia Managing Director **Don Kennedy** and IDG New Zealand Managing Director **Martin Taylor**.

The aim of the APWSC is to provide technical expertise, advice and a forum to aid the Web efforts of Asia-Pacific business units and licensees.

Anyone interested in attending the first meeting should contact Evans as soon as possible for agenda and booking details. He can be reached at mark_evans@idg.co.nz or tel: +64-21-926 967.

IDG Hungary's IT Ball builds name recognition in local market

*IDG Hungary held its second annual Ball for IT Specialists last month, bringing together 320 managers and their guests from Hungary's leading IT companies. The event, which is designed to promote the IDG name within the Hungarian market, was also attended by approximately 20 IDG staff members including Managing Director **Istvan Biro**, seen here chatting with guests.*

IDGB reports Q1 revenue up 55%

IDG Books' net revenues for the fiscal first quarter of 2000 were $57 million, up 55% from $37.3 million in the fiscal first quarter of 1999. Net revenues for the company's Consumer and Education Group, which includes the *For Dummies* titles and the *CliffsNotes* and *Frommer's* brands, among others, increased 222%. Net revenues for the Technology Group increased 6% from the Q1 in FY99.

The company reported net income for FY00 Q1 of $3.4 million, an increase of 6% over FY99 Q1. Earnings before interest, taxes, depreciation and amortization for the same period increased 35% to $8.8 million from $6.5 million for FY99 Q1.

executive Q and A

Charlie Greco
The president and CEO of IDG World Expo is this week's columnist. Part 1 of his column ran in the Feb. 7 issue.

IDG World Expo at-a-glance

Number of employees 30, soon to expand to 45

Location Framingham, Mass.

Web site
www.idgworldexpo.com

Products
Windows 2000 Conference and Expo
Feb. 15-17
San Francisco

Internet Commerce Expo
March 27-30
Boston

Macworld Expo
July 18-21
New York City

LinuxWorld Conference and Expo
Aug. 14-17
San Jose, Calif.

Internet Commerce Expo
Sept. 11-14
San Jose, Calif.

ASP World Conference and Expo
Oct. 3-6
San Jose, Calif.

Macworld Expo
Dec. 31-Jan. 3, 2001
San Francisco

ComNet
Jan. 30 - Feb. 1, 2001
Washington, D.C.

Q **Several years ago IDG World Expo had a small staff in the San Francisco area. Do you anticipate opening a branch office there anytime soon? If so, what would be that group's role?**

A We have no plans at this time to open any remote offices. As a new company [IDG World Expo in the U.S. was reconstituted 16 months ago, beginning with a staff of two] I believe that it is important that everyone be exposed to and experience the same vision and cultural development of the organization. I see no reason at this time why we cannot continue to grow the organization in this way.

Q **Certain major trade shows seem to dominate the industry for a number of years and then fade away (NCC comes to mind) while others remain healthy and dominate for years and years (ComNet, CeBIT). What influences the life cycles of trade shows?**

A Being able to keep an event fresh is a major challenge. Frankly, the challenge becomes more difficult the more successful an event is. There is more of a reluctance to tamper with something that works currently. However, if an event does not transition to reflect future trends, the event will eventually die. The old adage "if it ain't broke, don't fix it," does not apply to trade shows. An event that may not be "broke" this morning could be by this afternoon! This situation easily allows for new competitive events to be launched or even older competitive events that have transitioned to meet the new market influences to capture your market share. Event Advisory Boards, which are made up of some of the brightest industry knowledge leaders, can help steer and guide an event through a constant evolution.

Q **You won the Chairman's Award last year for Most Successful Trade Show Launch. What did you and your team do to make LinuxWorld take off so quickly?**

A I think that one of the secrets of our success is that we do not look at ourselves as a traditional trade show company. As surprising as that is, we are not. I believe that we are industry "change leaders." We are in fact a marketing, sales and service company in the trade show industry. I know it sounds a bit like semantics, but let me explain. Our entire effort is directed toward getting people to do something, to take an action, to go somewhere of perceived value. That's marketing and sales. During that process, we service our clients and customers to ensure as pleasant and rewarding an experience as possible. Directly because of this mindset, we have been able to launch many successful events in a very short period of time, concentrating more on the event as a business opportunity for our exhibitors and a learning experience for our attendees.

Q **What is your opinion on the future of Comdex?**

A I believe Comdex (as we know it today) will continue to shrink in size. Current estimates indicate that the show has gone from some 13,000-booth units to just over 7,000 units. The trend by exhibitors to either downsize or pull out of the show altogether began with IBM's pull-out a couple of years ago, and there does not seem to be an end in sight. We have learned that exhibitors are looking for more focused events, where quantity of attendees is just no substitute for quality any longer.

I believe that Comdex will continue to develop a three-ring circus approach to try and hold its numbers up, i.e., co-locating multiple events at the same show. For example, Comdex/Las Vegas currently hosts Linux Business Expo, while Comdex/Spring cohosts WindowsWorld and Linux Business Expo. Historically speaking, co-locating events almost never works and in the long run, both will fail as the overall event develops an identity crisis that cannot be explained to exhibitors or attendees.

Q **The next Macworld Expo in San Francisco will be held during New Year's. How do you compete with the "holiday factor"?**

A First of all, the demand for first-tier venues by trade show companies is very strong. There are very few dates available at these venues, and when a date opens up, there is a scramble to lock it in no matter what time of year it is. Exhibitors are aware of this situation, so they understand why they end up in Washington, D.C., in January for ComNet instead of during cherry blossom season. Attendees are not that close to these complexities and need to be enticed by the overall quality of the event to come to a city at an inopportune time of the year. Through concerted marketing, we constantly remind exhibitors and attendees of the importance of these events. The proximity of holidays or special events, like football's Super Bowl near ComNet's dates, have not had any affect on these shows, due to the sense of urgency and need [to be there] we have created in building these events.

Charlie Greco can be reached at charlie_greco@idg.com.

IDC CRM system

continued from page 1

team, IDC President and CEO **Kirk Campbell** emphasized the top-level commitment to improving IDC's key systems and infrastructure, noting that the implementation of Sekai represents the company's largest systems investment to date.

The need for a global CRM system is being driven by several factors, according to IDC Senior VP of Worldwide Sales **Don Best**, who also spoke at the kickoff meeting. These include IDC's rapid growth and global selling efforts, the company's decentralized business model that requires collaboration and knowledge sharing across many offices and time zones and customers who increasingly want to deal with a global organization. "This CRM system is the most efficient, cost-effective solution to a problem that could be fatal if left untreated," Best said.

The 16-member Project Team, which is composed of sales reps, sales operations staff, marketing staff and IT staff from every region in which IDC does business, spent most of the two-day meeting reviewing and refining the workflows, tasks and baseline project plan documented by Nurzynski. The group will continue to meet twice a month via teleconference to review requirements and development progress. "Now that we have begun the process of documenting the sales workflows around the world, it is clear that the end result will be a more efficient and effective global sales force for IDC," noted **Mitchell Rose**, IDC's chief information officer. "There were many moments [during this meeting] where each of us recognized the opportunity to improve our ability to do our jobs. It is clear that this process and this system will positively impact our collective future."

In addition to the Project Team, three other groups will have significant roles in the development of Sekai.

- **The Technical Development Team.** This eight-member group will consist of a technical project leader, application developers, a database administrator, system administrators and several staff members from Clarify, the vendor selected to provide the CRM software. This group will ensure that all hardware, software and communications systems are appropriately installed and modified to meet the design requirements stipulated by the project team.

- **The Review Board.** This group will be composed of senior management representatives from all functional areas of IDC that have a stake in the CRM system including: Sales, Marketing, IT, Finance, Product Management, Research, Interactive Products and Services, Publishing Services and Technologies, and Human Resources. The Review Board will establish and review business rules as CRM requirements are developed and will ensure that CRM development fits with the strategic direction for the various functional areas.

- **The Sponsor Team.** Comprising senior management executives from all IDC regions, the Sponsor Team will have final review of requirements to ensure that design requirements fit with IDC's overall strategic direction. The Sponsor Team will make decisions concerning changes in scope, schedule or budget for the project.

"The sales implementation of Sekai is phase 1 of this project," said Nurzynski. "Phase 2 will include inquiry tracking and fulfillment functionality for use by IDC's worldwide research community and will follow in FY01 based on the successful implementation of phase 1."

All Sekai teams are using a communications database to document all project materials and correspondence, noted Nurzynski. The database, which is available to IDC's worldwide employees, contains minutes from meetings, action items and discussion about all aspects of the CRM application. "We have encouraged individuals to contact their Sekai project team representative with any input or questions they may have on the project as we go forward," Nurzynski said.

For more information, contact Nurzynski at lnurzynski@idc.com.

Key functionality of IDC's Sekai CRM system

IDC's customer relationship management (CRM) system is a global implementation that will store and track all IDC contacts and contact interactions, enable knowledge sharing throughout the IDC enterprise and automate tasks and workflows. Dubbed "Sekai," when complete, the system will include the following functionality:

- Campaign management.
- Lead processing and tracking.
- Account and contact management.
- Account and contact activity management including all contact interactions such as phone calls, meetings, letters, telebriefings, visits, conference attendance, etc.
- Sales process management: ProActive Selling Model.
- Sales forecasting.
- Contract administration.
- Product management.
- Reporting, including account management/tracking, mailing labels.
- Support mobile sales staff.
- Security allowing end users access to data and tasks based on their function at IDC.
- Management reports and business analysis, e.g. renewal rates and 30-60-90 forecasts.

Awards honor electronic sales

During IDC's first-quarter sales meetings on the East and West Coasts last month, two special awards were presented to the salespeople who did the most to support IDC's Web 1st initiative by convincing their customers to "go paperless."

The "Save the Trees" High-Flyer Award was presented to Sales Manager **Carla Nash** (Iselin, N.J.), who had the highest total dollar value of electronic-only research license bookings for 1Q FY00. Nash booked more than $1.5 million in electronic-only research licenses.

The "Save the Trees" Achiever Award, which is given to the individual who has the highest electronic-only research license bookings percentage (i.e percentage of bookings plan), was presented to Senior Account Executive **Kevin Dunne** (Framingham, Mass.) and Account Executive/Strategic Accounts **Djuna Woods** (Mountain View, Calif.). Both Dunne and Woods significantly exceeded their planned bookings targets by 199% and 137%, respectively.

In addition, the Q1 Salesperson of the Quarter Award went to Director of Sales **Rebeca Liss** (Austin, Texas). This award is given to the sales rep who had the highest total achievement against their quarterly plan.

Sales Assistant (CIO) Seeking an energetic individual to provide sales support to the Fairfield, NJ sales office. Responsibilities will include: customer contact and follow-up on behalf of the regional sales managers; heavy agency/vendor contact to assist with magazine closings and collection of insertion orders; travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals and RFP's. Ideal candidate will have a customer service orientation, strong writing skills and attention to detail. This individual will also be proficient with Microsoft Word, Excel, PowerPoint and Lotus Notes. 1-2 years of business experience preferred. Strong administrative skills and the ability to work independently are essential. *Location: Fairfield NJ*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Manager of General Services (IDC) This position will handle day-to-day responsibilities for the operation of IDC Corporate facilities in Framingham, MA, as well as U.S. satellite offices in Mountain View, CA, Miami, FL, and New Jersey. Framingham facilities encompass three buildings and a small warehouse (utilized mainly for storage). This position is responsible for managing real estate agreements, working with the property management companies and all other vendors and contractors. Ideal candidate will be directly involved with managing a considerable amount of interior build-out and moves. In addition, this position will oversee several operational areas such as Copy Services, Mail Services, Production Services, and Purchasing. Skills/competencies required for this position include: Strong negotiation skills, strong project management skills and particularly the ability to manage multiple priorities and maintain effective communication, financial analysis, fiscal management, contract management, communication skills, customer service (a top priority), college degree and 5 years relevant industry experience required. *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Research Manager/Research Director, Storage (IDC) This position will have the primary responsibility for sizing and forecasting the disk storage systems market, including storage area networks (SAN), Network Attached Storage (NAS), server-attached storage (SAS) and internal server storage. This position will also be responsible for sizing the markets for internal RAID, SAN hubs and switches, and host-bus adapter (ESCON, Fibre Channel and SCSI). Extensive knowledge of the storage market including storage components is essential. The ideal candidate will have market sizing and forecasting experience, as well as advanced spreadsheet and modeling skills. An excellent writer and speaker is also desired. *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Sr. Research Analyst, Commercial Systems (IDC) Position covers the Commercial Systems and Server Market, with a special interest in the Entry Server segment. Duties include market sizing, financial models and maintaining a research agenda. Individual will be available for consulting, and speaking engagements. Close working ties with the worldwide analysts is essential. *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Client Service Representative, Software Accounts (IDC) Seeking a Client Service Rep who will support a busy sales office in by addressing customer service needs and collaborating with Sales Representatives to acquire and maintain customer accounts. Responsibilities include supporting multiple full time sales people with proposal generation, proposal follow up and other customer service functions. The ideal candidate has strong organizational and communication skills, heavy client interaction, excellent telephone skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows95 and a proficiency in Word and Excel is required; Lotus Notes experience is desirable. 1-5 year's experience in a sales support or customer service environment is preferred. Experience working in the IT industry or with IT clients is a plus. *Location: Framingham MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Senior Account Executive, Software Accounts (IDC) Seeking a senior sales professional to represent all of IDC products and services, specifically to West Coast based software companies. This is an outside sales position that requires a 10 to 15 years selling and quota carrying experience. Strong familiarity with computer industry a must. Previous sales of syndicated research a strong positive. Position is part of a focused sales team effort and will report to AVP, Software Sales. Position will be handling top Software installed base clients and will be expected to grow that business approximately 22%. Will also be responsible for representing IDC's entire portfolio of services. Position requires 15% to 20% overnight travel. Very strong and assertive phone and selling skills a must, as well as a good team player and attitude. Strong computer skills a plus. *Location: Framingham MA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Senior Consultant (IDC Canada) Seeking a Senior Consultant to provide consulting services to IDC Clients in the IT / Communications industries in Canada. Successful candidate will be required to take an active role in all aspects of the consulting practice including: providing pre-sales support to the Sales Team, scooping the opportunity, costing and scheduling consulting engagements, working alone or as a member of a team to deliver the service to the client, managing a project / and or project team as required so that the project is delivered on-time, on-spec, on-budget and profitably, and assuming responsibility for Client satisfaction. Min 5 years consulting experience in IT industry, sound knowledge of sales & marketing strategy & processes; project management processes & techniques; a good understanding of business and the IT industry. Also required: excellent communication skills; strong analytic skills and the ability to make sound recommendations; Masters Degree in Business or equivalent experience. *Location: Toronto Canada*
Contact: J. McLean, Email: idc_jobs@idc.com

Research Analyst, European Internet Research Group (IDC Denmark) Position requires a University Degree and 2 years of experience. The ideal candidate will be responsible for the following activities: Produce high quality market research, both quantitative and qualitative analysis; build customer relations together with IDC's qualified sales force; lead marketing activities including contact to press; make presentations at international events. Applicant is expected to have knowledge of the European Internet and eCommerce Markets, experience with market research, result oriented and external oriented, fluency in English, international approach, strong communication skills. *Location: Copenhagen Denmark*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Senior Research Analyst, European Software (IDC Denmark) Position requires a University Degree and 2 years experience. Ideal candidate will be responsible for the following: produce high quality written research, quantitative/qualitative analyses on markets, vendors and technologies; build customer relations together with IDC's qualified sales force; grow the software business; make presentations at international events. The applicant is expected to have knowledge of software and experience in market research, result oriented and external oriented, fluency in English, international approach, strong communication skills. *Location: Copenhagen Denmark*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Research Analyst, European Expertise Centre (IDC UK) IDC's European IRS Research Group based in London is looking for a research analyst to join the European Expertise Centre. This position requires a University Degree and at least two years of experience. The role involves supporting our clients and answering their requests concerning the IT and Telecommunications areas by accessing IDC's published research, acting as liaison with IDC analysts across the world and using a variety of on-line information sources. A strong knowledge of the IT and Telecommunications industries would be an advantage. As this person will have regular interaction with clients across Europe, language skills are a pre-requisite for the role, preferably French, Spanish or Italian. There may be some opportunity to travel within Europe to meet clients and work with IDC's sales teams. The applicant is expected to have a good working knowledge of Word, Excel, E-mail and the Internet. *Location: London England*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Research Manager, Commercial Systems and Servers (IDC UK) Professional requirements: University Degree, at least 5 years Research experience. The candidate should have a strong personality to take over our research in the area of servers. In particular we are looking for someone with a strong grasp of - and interested in - topics such as the usage of servers by ASPs, computer workloads, industry sector demand for different server products, etc. A knowledge of (and ability to work with) the key decision-makers in the vendor server community is also essential. We are looking for someone with ability to manage a small group of analysts, while generating strong opinions and findings about this complex market area. We need someone who can work building both business and research issues and who is not afraid to work with quantitative as well as qualitative research. *Location: London England*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Research Manager, Personal Computers (IDC UK) Seeking a Research Manager for the Personal Computers Research Group. Professional requirements: University Degree, at least 5 years Research experience and an understanding of vendor-side consulting. The candidate should be a highly motivated individual with widespread experience of providing IT market research services to vendors in Europe. He/she is required to help us move our PC services in new directions. We are looking for a personable team leader to run our current PC information service and extend our research to address new types of client devices, such as Internet appliances. Candidate will also be required to increase market presence through strong commercial exploitation. The ability to create/add value to quantitative and qualitative research is required, as are presentation skills. *Location: London England*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Director of Human Resources (IDG Comm) Seeking a Director of HR to strategically support several IDG business units in all aspects of the HR function: recruitment, employee relations, organizational design/dynamics, salary planning/ compensation analysis, retention and problem solving. Candidate will deliver client-centered services and propose and implement creative and cost-effective solutions that measurably contribute to the achievement of business goals. He/she will manage a small team of HR professionals who are responsible for the day to day tactical focus of HR. Requires 7+ years' HR generalist experience. Outstanding customer service, presentation, listening, written, and verbal communications skills required. Strong management and interpersonal skills, a "can do" approach, and a willingness to work in a high volume, fast paced environment a must. *Location: San Mateo CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

Media Development Assistant (IDG/B) Position supports the Media Development Department by performing tasks that enable all members of the team to focus on increasing productivity and building the department. Responsibilities include maintaining Media Development files and the software library, researching software and vendors, testing CD's, maintaining/updating schedules, and other administrative duties. Requirements include strong project and time management skills, effective communication - both written and verbal, administrative experience, and computer skills on multiple platforms. *Location: Indianapolis IN*
Contact: M. Boese, Fax: 317-572-4001, Phone: 317-572-3359, Email: injobs@idgbooks.com

Receptionist (IDG/B) IDG Books Worldwide seeks a highly energetic, customer service-oriented Receptionist for our New York City location. Responsibilities include directing calls, greeting guests, processing incoming and outgoing faxes, and other duties as assigned by supervisor. Candidates must be extremely professional, organized, and punctual and must have excellent communication skills. Additionally they must have working knowledge of MS Word, MS Excel & MS Outlook. High school diploma and at least one-year receptionist experience in a business environment required. *Location: New York NY*
Contact: S. Peters, Fax: 317-572-4360, Phone: 317-572-3360, Email: injobs@idgbooks.com

New Product Development Editor (IDG/B) We seek a forward thinking decision maker to collaborate with the New Product Development team to identify and develop new book series or modify existing series. Goals are to identify and meet target markets and unmet market needs and increase our competitiveness in the marketplace. This involves researching and analyzing data, compiling regular reports on research findings, guiding the teams that will develop new projects, developing customer profiles, and assisting with new product launches. Bachelor's degree, technical industry knowledge, and be part of a team, are essential to success. *Location: Indianapolis IN*
Contact: M. Boese, Fax: 317-572-4001, Phone: 317-572-3359, Email: injobs@idgbooks.com

Office Services Supervisor (IDG/B) This position is responsible for managing the day to day office services staff in the New York office. This position requires at least 3 years experience in facility management. Knowledge of all areas of construction and facilities helpful. Experience with moving office facilities a plus. Degree in related area preferred. *Location: New York NY*
Contact: S. Peters, Fax: 317-572-4360, Phone: 317-572-3360, Email: injobs@idgbooks.com

Purchasing Coordinator (IDG/B) This position is responsible for issuing purchase orders for all office equipment and office supplies in a systematic fashion. Ensures that all purchases have the appropriate approval. This position is also responsible for coding all invoices and recommending alternate cost savings/vendors. This position requires a minimum of two years experience in a purchasing position with solid knowledge of cost analysis. Working knowledge of Word and Excel. Must have strong financial, negotiating and interpersonal skills, flexibility and the ability to multi-task. *Location: New York NY*
Contact: S. Peters, Fax: 317-572-4360, Phone: 317-572-3360, Email: injobs@idgbooks.com

Quality Control Technician (IDG/B) The QC Technician must be a stickler for accuracy and detail. This team member will work in the Production Department and must have a working knowledge of Quark, and Mac OS with a very keen eye for detail. Additionally, this person must be familiar with blues, able to work on several projects simultaneously and in a fast-paced environment. You must also have excellent communication skills, proofreading abilities and proven ability to problem solve. At least one years experience in book publishing is desirable or in a related industry. *Location: Indianapolis IN*
Contact: S. Peters, Fax: 317-572-4360, Phone: 317-572-3360, Email: injobs@idgbooks.com

Independent Sales Representative (IDG/B) IDG Books has an outstanding opportunity for a Sales Representative in the mid-Atlantic area. This position entails a wide variety of responsibilities in the areas of account management. Candidate must acquire targeted new title and replenishment orders, develop multiple contacts at accounts, analyze and manage returns, provide feedback to each publishing group relating to developments in the retail distribution channels, and develop effective co-op plans. Needed is an individual with at least 3 years experience in the book publishing trade. Bachelor's degree preferred. Must be responsible, organized, innovative, aggressive about achieving sales goals, able to manage multiple sized accounts. *Location: Mid-Atlantic*
Contact: M. Boese, Fax: 317-572-4001, Phone: 317-572-3359, Email: injobs@idgbooks.com

National Account Manager (IDG/B) Responsible for acquiring targeted new title orders, exhibiting understanding of publishing strategies, series and brand publishing, series and title positioning vs. competition. The successful candidate will have 4+ years' sales experience with a minimum of 2 at the national account level to maintain solid alliance with national client. Proven ability to consistently meet and exceed sales revenue objectives. Candidates must have excellent communication, organization, and writing skills, an independent and entrepreneurial outlook, and a willingness to travel regularly. *Location: Indianapolis IN*
Contact: M. Boese, Fax: 317-572-4001, Phone: 317-572-3359, Email: injobs@idgbooks.com

Account Manager (IDG/CMC) Responsible for generating revenue for executive conferences through sponsorship commitments. Individual must be able to simultaneously represent multiple events and establish long lasting high level relationships. The job requires an understanding of the details of conference management and the ability to extract the necessary selling features from operations to secure the sponsorship. Individual must have a minimum of 3 years experience in sales with a thorough knowledge of the sales process and the ability to identify decision-makers within targeted accounts. Individual must be able to generate and deliver presentations, negotiate contracts, keep thorough records of all assigned accounts in his/her territory and manage a dynamic sales territory. Position reports to the Sr. Sales Executive. *Location: San Mateo CA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Director of Conference Operations (IDG/CMC) Seeking an experienced event operations manager to responsible for all production and operational aspects of our executive level conferences and events. This person will lead the operation team in executing elements of production, including but not limited to; venue selection, negotiations and contracting, vendor review/bid management and contracting, all on site logistics management, AV & Staging, speaker support, sponsor support, exhibitor relations, etc. Additional responsibilities will include budgeting and forecasting, identifying and negotiating contracts with "preferred vendors," and contributing to the development and launch of new products and services. This individual will manage a team of 4. Ideal candidate will have an entrepreneurial spirit, strong written and verbal communication skills, strong management and leadership skills, and solid decision making ability. A background in producing high level events, with extremely high production values is preferred. 7-10 years related experience, executive event production and management experience a must. *Location: San Mateo CA*
Contact: L. Lorenzana, Fax: 650-312-0547, Phone: 650-312-0693, Email: lia-lorenzana@cmc.com

Tax Manager (IDG/CSG) Reporting to the VP of Corporate Tax, this position will assist in the coordination of IDG's federal and state tax compliance and planning effort. Includes overseeing the preparation of a consolidated federal and multi-state income tax returns; information reporting on foreign entities; foreign tax credit; unitary filings. Will also be responsible for quarterly and year end tax provisions; coordination of IRS and state/local audits as well as year end financial audit; ongoing planning and research; business unit consultation. 7-12 years tax experience required. CPA/MST desired. *Location: Framingham MA*
Contact: J. Lynch, Fax: 508-935-4600, Phone: 508-935-4041, Email: julie_lynch@idg.com

Sales Associate (IFW) Sales Associate will provide multi-functional support to the Regional Sales Manager. As part of the sales team, the Sales Associate will maintain sales/client files and databases, provide ongoing customer service to clients, facilitate ad production and provide general administrative and office support. Requires minimum two years business experience including excellent communication skills, a dedication to service excellence and a high comfort level in working with computers word-processing, spreadsheet and database systems) Ideal candidate will be self- directed, motivated to learn and thrive in a fast-paced work environment. *Location: San Mateo CA*
Contact: B. Simkin, Fax: 650-312-0668, Phone: 650-312-0669, Email: resumes@infoworld.com

Director of Marketing (IDG/CMC) Seeking an experienced, entrepreneurial marketing executive to lead corporate and product marketing department. Position will orchestrate the development/implementation of strategic brand building and marketing plans for the company and each of our conference and editorial products. Ideal candidate will have an entrepreneurial spirit, strong communications skills, strong management and leadership skills, decision-making ability and a solid background in event marketing and strategy development. 5-7 years experience, product development and conference management experience a plus. *Location: San Mateo CA*
Contact: L. Lorenzana, Fax: 650-312-0547, Phone: 650-312-0693, Email: lia-lorenzana@cmc.com

Design Associate (Mac Pub) Successful candidate will have at least 2 to 3 years of experience in print design and production. Must be fluent in QuarkXPress, Adobe Illustrator and Adobe Photoshop on the Macintosh. We're looking for someone who's detail-oriented, organized and able to work effectively with editors and designers to create high-quality layouts and graphics on tight deadlines. Experience in working with photographers and illustrators is a plus. *Location: San Francisco CA*
Contact: E. Leishman, Fax: 415-442-0766, Phone: 415-243-3639, Email: eleanor_leishman@macworld.com

Technical Analyst (Mac Pub) Macworld is looking for a technical analyst to work in the lab. This person will be responsible for testing software and hardware as requested by the editorial department. Analysts design and execute benchmarks. They also analyze, and interpret results. Must be detailed oriented with good written and verbal skill. Knowledge of Macintosh and PC hardware and software preferred. *Location: San Francisco CA*
Contact: K. DeNike, Fax: 415-442-0766, Phone: 415-243-3573, Email: kristina_denike@macworld.com

Human Resources Associate (NWW) Individual will participate in the day-to-day operations in HR and handle general inquiries and administration. Individual will participate in all aspects of recruiting. Individual will be responsible for maintaining all HR materials and supplies, assuring core services run efficiently and consistently. Individual will assist with benefits, compensation, and payroll, as well as handle general employee inquiries and employee relations. Individual will handle HR reporting and participate in various HR projects and initiatives. Qualified candidates must have a Bachelor's degree or equivalent work experience and 2+ years of HR experience with a general knowledge of HR functions and a proven track record as a confidential HR professional. Must possess excellent customer service, organizational and communication skills along with a proficiency in MS Office, experience with HRIS a plus. *Location: Southborough MA*
Contact: M. Brunaccini, Fax: 508-490-6454, Phone: 508-490-6474, Email: hotjobs@nww.com

Marketing Manager (NWW) The dynamic and growing Network World Seminars and Events Group is looking for a Marketing Manager to take part in the marketing planning and execution of advertising, direct mail and electronic marketing for the seminars. Responsibilities include but are not limited to: determining and implementing the creative strategy for the seminars, establishing the marketing production schedules, copywriting and conducting post-event marketing analysis. The ideal candidate will have 3-5 years experience in high-tech marketing and/or communications. Excellent interpersonal, oral and written communication skills, with a flexible, team-oriented approach to problem-solving. Proficiency in Microsoft Office software applications (PowerPoint, Excel, and Word). *Location: Southborough MA*
Contact: M. Brunaccini, Fax: 508-490-6454, Phone: 508-490-6474, Email: hotjobs@nww.com

Account Executive (NWW) Responsibilities include servicing existing accounts as well as prospecting new clients. Individual must have a strong phone presence and effectively make prospecting/cold calls. Individual will also work in partnership with District Sales Managers, seek opportunities to break new business, conduct research, close sales and add value to existing business. Qualified candidates must have excellent communication, interpersonal and customer service skills. Proven organizational and computer skills required and the ability to work in a fast-paced environment. Prior sales experience a plus. Individual must be able to work independently and as a member of a sales team. *Location: San Mateo CA*
Contact: M. Brunaccini, Fax: 508-490-6454, Phone: 508-490-6474, Email: hotjobs@nww.com

Account Manager (NWW) This position will be located in our San Mateo, CA office and will share the US territory with a Sales Representative on the East Coast Qualified candidates must have prior inside/outside sales experience and a proven track record effectively closing sales and maintaining accounts and positive customer relationships. Ideal candidate must have a strong telephone presence, be detail oriented and be a creative problem solver. Strong organizational, communication and presentation skills required. Individual must be able to effectively work independently and as a member of the sales team. Prior trade show and conference experience a plus. Familiarity with the networking industry preferred. Position requires some travel. *Location: San Mateo CA*
Contact: M. Brunaccini, Fax: 508-490-6454, Phone: 508-490-6474, Email: hotjobs@nww.com

District Sales Manager (NWW) Seeking a highly motivated and seasoned sales professional to join our dynamic northern California sales team. Individual will manage a $2.2 million territory developing new accounts and growing existing accounts by selling multiple Network World products to clients and ad agencies. Territory includes East Bay/select accounts in the Silicon Valley. Candidate must be a highly effective communicator /negotiator and have a proven track record in sales. Knowledge of technology and telecommunications a plus. *Location: San Mateo CA*
Contact: M. Brunaccini, Fax: 508-490-6454, Phone: 508-490-6474,Email: hotjobs@nww.com

General Manager, pcworld.com (PCW) Reporting to PC World Communications' CEO, the General Manager of pcworld.com will be responsible for defining on-line business strategy and developing the enterprise's on-line audience, traffic, revenue and market share. He/she will be expected to identify, evaluate, and implement strategic partnerships, and to source, propose and manage audience development, venture, and licensing opportunities. The GM will communicate business goals and objectives to, and build consensus among, Editorial, Ad Sales and Technology department heads. The GM will oversee a business and audience development staff of eight. Candidates should have held a management role with content-driven websites and possess the range of current contacts to do major on-line deals. He/she should have a practical understanding of on-line technology, excellent analytic, financial planning and modeling skills, and the ability to negotiate and persuasively sell concepts and proposals. An MBA degree combined with sales and/or client-side advertising and marketing experience a definite plus. *Location: San Francisco CA*
Contact: V. Peilen, Fax: 415-442-1891, Phone: 415-978-3170, Email: vicki_peilen@pcworld.com

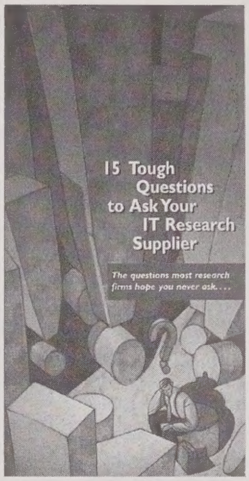
Account Manager (PCW) Account Manager for the New England territory will be responsible for servicing/expanding existing business as well as pursuing and maintaining new advertising opportunities for PC World in both its print and on-line editions. Must have or develop a thorough understanding of the PC market and PC World's position and value in that market. Candidates will have prior experience selling print and/or on-line space for a major computer/business publication, contacts in the computer industry, and a proven sales track record. Ideal candidate will have strong presentation and negotiation skills, and at least 3 years of experience. *Location: Framingham MA*
Contact: W. Silverman, Fax: 201-712-9786, Phone: 201-587-7318, Email: wayne_silverman@pcworld.com

New sales piece captures IDC's core strengths

A simple but powerful sales tool has given IDC sales reps additional ammunition they can use to impress potential clients about IDC's capabilities.

The brochure, *15 Tough Questions to Ask Your IT Research Supplier* (subtitled: "The questions most research firms hope you never ask") poses queries such as "Are their research analysts directly accessible?," "Is their research and analysis credible?" and "Do they provide superior customer service?" IDC's response in each brief, easy-to-read answer is illustrated by a graphic that illustrates one of IDC's core strengths, for example, statistics on the accuracy of the company's PC market forecasts.

The eight-page brochure lists the many people in an organization who can use research — including product managers, financial analysts, sales executives and IS directors — and how quality IT research can improve their job performance. Educating a broad range of potential customers about the value of IT research is important as IDC aims to penetrate more deeply its existing accounts. A smaller companion piece simply lists the 15 questions with a check-off sheet for a potential client to compare their current supplier with IDC.


15 Tough Questions to Ask Your IT Research Supplier
The questions most research firms hope you never ask. . . .

IDC salespeople have been enthusiastic about the new pieces. "The *15 Tough Questions* brochure is the most comprehensive effort ever at IDC to summarize those features that set us apart from the competition," said **Ken Hoyt**, associate vice president for IDC's Enterprise Sales Group. "Some other research suppliers do a few of the things listed, but nobody does it all or as well as IDC. The brochure was introduced to IBM this fall, helping our 2000 YTD bookings to grow by over 15% compared to the same period a year ago."

For more information contact **MaryAnne Sinville** at msinville@idc.com.

Artwork available for local adaptation

Artwork for the new sales tool is available on IDC's internal corporate identity Web site or on the corporate identity CD-ROMs that IDC's Corporate Marketing group distributes to offices worldwide so they can leverage existing materials and adapt them for local use.

Team effort

Graphic Design Specialist **Diane Gittlen** designed the sales pieces, which Vice President, Worldwide Marketing **MaryAnne Sinville** wrote with input from Chief Operating Officer **Vicki Brown**. Corporate Communications Manager **Hillary DeMello** provided IDC corporate statistics, and IDC Canada Country Manager **Michael O'Neil** created the chart on the uses of IT research.

Federal Computer Week

continued from page 1

and state and local government IT marketplaces. The new portal design accommodates all FCW Government Technology Group products — civic.com, the Government CIO Summit, the Federal 100, the AITG Conference and GovTech2000 — offering a complete resource for government IT professionals.

News
Technology
Policy
Federal Computer Week
Inside
Agencies pump up job perks p. 23
No grand opening for Windows 2000 p. 28
Review: Windows 2000 is a solid follow-up p. 30
Web mining gets personal p. 34
Politics, feds and drug testing p. 48
Digging digital gold
To catch fraud or track torpedoes, agencies delve into data mining

The site is also strengthened by the addition of a powerful new search capability as well as topical micro-sites that are of special interest to government IT professionals and the ability to forward via e-mail items of special interest.

"The Web provides us with a daily printing press that is ideal for information that is perishable and searchable," said **Edith Holmes**, president and publisher of FCW Government Technology Group. "Our print products offer readers value add in the form of analysis and opinion and remain the most portable of information vehicles."

Thus far, reader reaction to the format change and the introduction of this dynamic print/Web news package has been overwhelmingly positive. *Federal Computer Week* advertisers have also embraced the new look, with more than 150 industry executives turning out for a special open house celebration at FCW Government Technology Group headquarters in Falls Church, Va., on launch day. "Research told us that our readers wanted a compact format and more news delivery via the Web," Holmes said. "But the positive reaction from our advertisers has been especially gratifying."

To accomplish these redesigns, *FCW* staff spent the latter part of 1999 investing in new technology and working with consultants for both its print and online products.

Federal Computer Week will continue to be published 41 times per year, stepping up to a weekly frequency to coincide with the third and fourth quarters of the federal buying season (April through September). *FCW* will also continue to publish its successful *FCW Buyers' Guide Series*, as well as a host of special technology supplements for 2000. All print publications will be closely tied back to FCW.COM, where readers will find an extensive archive of information that is all easily accessible through the new search engine.

New approach builds on success

In 1999, FCW.COM won the National ASBPE Award for Best Online News, and *Folio Magazine* named *Federal Computer Week* a Gold Award Winner as "Best Government Trade Publication."

The melding of these two award-winning entities into a seamless news delivery package demonstrates *FCW*'s continued commitment to innovation, the chief reason why *FCW* is the market leader (*FCW* had a 60% market share for ad pages in 1999) and, as proved in an IDG Research Services editorial study last July, is the most trusted source of government IT news and information.

For more information on *FCW*'s redesign and Web strategy contact *FCW* Editor-in-Chief **Paul McCloskey** at paulmcc@fcw.com.

noteworthy people

IDG WORLD UPDATE

Nickinello

Carroll

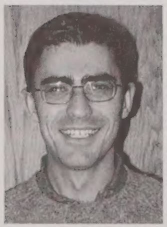
IDG WORLD UPDATE

Nishiura

Scafidi

IDG WORLD UPDATE

Milewski


IDG WORLD UPDATE

Vesset

Promotions

Network World Senior Imaging Services Manager **Anne Nickinello** has been promoted to director of new media services. "Anne has been a key contributor to both the growth and diversification of Network World," said **Mike Draper**, vice president, systems and technology. "A trailblazer by nature, Anne has saved the company hundreds of thousands of dollars by analyzing our operations, evaluating new technologies and bringing in house strategic tools and services to both improve our workflow and reduce costs."

PC World Assistant Managing Editor **Kim Stein** has been named managing editor of the magazine. "Kim has long been a valued member of the *PC World* family," said **Phil Lemmons**, *PCW* vice president/editorial director. " I feel quite sure that Luis [late Managing Editor **Luis Camus**] would endorse Kim as enthusiastically as I do and that he would be delighted to find the magazine in such capable hands."

PC World's **Michael Carroll** has been promoted from director of consumer advertising and conferences to associate publisher, Market Development. According to *PCW* Publisher **Bob Ostrow**, Carroll will take the helm of Advantage Marketing, managing all special ad sections, single-sponsored supplements and custom publishing opportunities, the PC World Conference, Consumer Advertising and Market Place. "Michael will be leading the charge in integrating our market development programs with our print and online offerings, developing new alliances like the Office Depot program and spearheading new business opportunities."

PC World's **Michelle Campanale-Surkan** has been promoted to senior associate editor. "Michelle has taken on some of the most complex assignments around," said Senior Editor, Reviews **Karen Silver**, "including tackling three giant stories — Top 30 Desktops, Free PCs, and Home Networking — back-to-back. As anyone who's worked with her knows, Michelle maintains a cheerful demeanor despite major stresses and dives into every story with gusto and technological savvy. Michelle is a major asset to the Reviews department."

PC World Associate Test Center Director **Uli Diehlmann** is now Test Center director. "It was one of the easiest decisions I have had to make," said Executive Editor **Tracy Capen**. "During her eight years at *PC World*, Uli has, among many accomplishments, managed three difficult PC WorldBench launches and overseen the huge volume of performance testing that's made the PC World Top 100 a hallmark of the industry. Her respected management style and vast knowledge of product testing make her uniquely qualified for her new title. Now she will lead the lab into the 2K years."

New employees

Kathy Nishiura has joined IDC's Mountain View, Calif., office as the sales manager for major Japanese accounts. She was previously a systems engineer manager for Morgan Labs in San Francisco. Kathy earned a B.S. in sports medicine from Northern Kentucky University and has an M.B.A. from the University of Phoenix. In her spare time she coaches a girls first-grade basketball team, plays tennis and finalizes the details for her August wedding.

Senior Analyst, Consumer Devices **Mary Joy Scafidi** comes to IDC's Irvine, Calif., office from Mitsubishi where she was an assistant product manager and received an Eagle Achievement Award for Performance Excellence. She earned a B.S. in business administration with a concentration in marketing from Georgian Court College in Lakewood, N.J., and an M.B.A. from Pepperdine University in Malibu, Calif.

In Framingham, **Laura Milewski** has been hired by IDC as a sales manager for IDC conferences. She was previously with Instruction Set, Inc., where she sold Web-based training to Fortune 500 companies. She holds a B.S. in corporate communications from Southern Connecticut State University, enjoys golf and tennis and is learning the art of upholstery.

Also at IDC in Framingham, **Dan Vesset** is a new senior research analyst, coming from Deloitte Consulting where he was a consultant handling software development and implementation. He holds an M.B.A. and MS-MIS from Boston University and likes to ski and play tennis.

Once a sales support specialist with Rainmaker Systems, **Joshua Beil** is now a research analyst with IDC West's Worldwide Quarterly PC Tracker team in Mountain View, Calif. He graduated from the University of California/Santa Cruz with a B.A. in psychology and plays tennis and basketball. He was recently published in *Cyberpsychology and Behavior* on research he helped conduct on the use of virtual reality in smoking prevention.

IDC West in Mountain View, Calif., has hired **Denise Massone** as a client services representative. She was previously an office manager at WAM! Net, Inc. and a marketing administrative assistant at Silicon Graphics. She holds an MBA in marketing from San Francisco's Golden Gate University.

List Administrator **Brian Molter** comes to ITworld .com from Suburban Staffing where he worked as an office temporary. He earned a B.S. in broadcast journalism from Syracuse University in Syracuse, N.Y.

Marketing Specialist **Catherine Vegher** comes to *The Industry Standard* from Ernst and Young where she was Pacific Northwest event coordinator. She graduated from the Univer-

continued on next page

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Marion Kibbee *IDG*

18

Magdalena Axelsen *IDG Denmark*

16

Wes Nihei *IDG Games Media Group*

15

Libby Levinson *IDG*
Robert Kanes *PC World*

14

Deborah Goldstein *IDG List Services*

13

Penny Stevens *IDG*
Nina Mattsoff *IDG Sweden*
Linda Holbrook *Computerworld*

12

Laura Sears Brady *IDG*
Kevin Burns *IDG*
Clare Gillan *IDC*

10

Cheryl Asselin *CIO*
Jennifer Jones *InfoWorld*
Monica Capuzzi *IDG Italy*

8

Elizabeth Gulla *IDG*
Bill Hanck *PC World*
Sarah Fenton *IDG U.K.*

7

Karl-Henry Martinsson *IDG International Publishing Svcs.*
Elana Varon *CIO*
Gil Layola *Mac Publishing*
Colin Crawford *Mac Publishing*

6

Nicholas Kaufmann *IDC*
Riccardo Granata *IDG Italy*

5

Julie Lynch *IDG*
Julie Boudreau *IDG*
Annika Olbin *IDG Sweden*

4

Karen Fogerty *CIO*
Judy Bratton *PC World*
Marcus Wilkinson *Digit*
Emil Abirascid *IDG Italy*

3

James Niccolai *IDG News Service*
Dennis Byron *IDC*
Jill Corral *IDG.net*
Katrin Auch *IDG Games Media Group*
Michael Hill *The Industry Standard*
Kaoru Tamura *IDG Japan*
Daniela Pedrini *IDG Italy*

2

Kathleen Powers *CIO*
Mary-Jo Porcello *IDG*
Peter Bradley *IDG Global Solutions U.K.*
Simon Thomas *IDG Global Solutions U.K.*
Lynne Forrest *InfoWorld*
Katharine McLucas *InfoWorld*
Erik Van Le *FCW Government Technology Group*
Jennie Larsson *IDG Sweden*
Jeffrey Cheney *Mac Publishing*
Rhonda Bittner *Mac Publishing*
Jonathan Woolson *Mac Publishing*
Lesley Anderson *The Industry Standard*
David Patashnik *The Industry Standard*
Katherine Black *The Industry Standard*
Kimberly Chapman *Laurentian Technomedia*
Katy Hartley *IDC Benelux*

1

James Piper *IDG Communications*
Sherry Keyles *CIO*
SaraJane Robinson-Retondo *CIO*
Lucia Bravo *CIO*
Joy Mulhall *IDG World Expo*
Debra Strauss *IDG World Expo*
Ivy Teo *IDC Singapore*
Sebastian Pherson *IDG Sweden*
Carina Mineur *IDG Sweden*
Sherry Pedrin *IDG Games Media Group*
Kerry Zeida *The Industry Standard*
David Lake *The Industry Standard*
Jorg Breit *IDG Germany*
Susanne Skov *IDG Denmark*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Noteworthy

from previous page

sity of California/Berkeley having earned a degree in rhetoric.

T. R. Ocheltree joins *The Industry Standard* as associate art director, coming from International Events where he worked as design director. He earned a B.S. in applied art and design with a concentration in graphic design from California Polytechnic State University in San Luis Obispo. Away from the office he enjoys painting and drawing, exercise and brewing beer.

Alyssa Neil is *The Industry Standard*'s new director of public relations. Previously public relations director for Stern Publishing/The Village Voice, she earned a B.A. in business administration from the University of Michigan. In her free time she likes to read, cook and travel the globe.

The Industry Standard has hired **McClain Gulick** as sponsorship coordinator. She was previously an event development coordinator with Macy's West and holds a B.A. in sociology from Wake Forest University in Winston-Salem, N.C. She enjoys skiing, traveling and working with children.

Previously a Photoshop retoucher for Macy's West, **Louis Mattarelli** joins *The Industry Standard* as a production artist. He holds a graphic arts degree from Platt College in San Francisco and is a part-time digital imaging instructor at San Francisco's Academy of Art College.

Feature Writer **Gary Rivlin** comes to *The Industry Standard* from the *East Bay Express* where he was editor. The author of *The Plot To Get Bill Gates*, published last July by Random House, he holds a B.S. in human development and social policy from Chicago's Northwestern University.

Corinne Saxanoff moves from a temporary to permanent position as assistant to the director at The Webby Awards. She holds a B.A. in mathematics and philosophy from the University of New Hampshire and recently ran the Honolulu Marathon.

Also making the move from temporary to permanent employee at The Webby Awards is Academy Coordinator **David-Michel Davies**. He was previously a staff scientist at Kennedy/Jenks Consulting and graduated from the University of Pennsylvania with a B.S. in engineering and environmental sciences.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

celebrating 10!

Name
Francisco Javier Rodriguez

Joined IDG Spain
1989 as a technical staff writer for *Commodore World* following a short period as a freelancer.

Career path
When IDG Spain launched *Amiga World* I began writing for both magazines. My responsibilities included translating and reviewing all the articles, product testing and overseeing the production process. I moved on to be the technical coordinator for *Macworld Spain*. I write an opinion column and am also in charge of the longer editorial pieces as well as lab tests, product reviews and tips and tricks. *Macworld Spain* recently launched a Web-based technical consultancy section called "Dr. Macworld," and I answer the questions from Mac users. Last year, I also joined the *iWorld* editorial team as a technical coordinator.

Recent accomplishments
Co-authored a book about Digital Videoedition for Macintosh and Windows platforms. I'm also a member of the Spanish Scientific and Technical Writers Association.

What has kept you at IDG Spain for 10 years?
I love writing, learning, being aware of the latest advances in technologies and testing them. Additionally, IDG provides me all kinds of resources so I can do my best at my job.

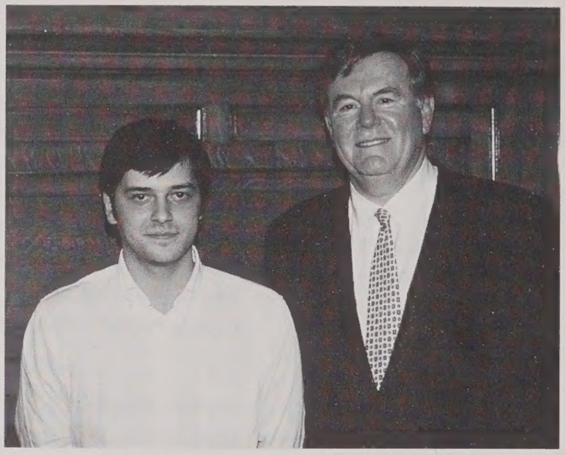
How do you think IDG could improve as a company?
With an international mailing list where all the IDG people could exchange information to write more in-depth or more complete stories.

Family
I have two beautiful children: an inquisitive girl, Sabela, 5, and a wide-eyed boy named Miguel, 3.

Interests
Watching sunsets; they are the best thing to finish the day; especially when you share them with the person you love. I also enjoy playing the guitar, listening to some good music, reading books and chatting with friends

Best vacation you have ever taken?
My best vacation was two years ago: a cruise along the Mediterranean Sea visiting Egypt, Israel, Italy and some of the Greek islands.

What personal possession do you value the most?
The presents from my children on Father's Day every year.



*IDG Chairman **Pat McGovern** (right) escorted **Javier Rodriguez** to dinner last fall at the Hotel Ritz in Madrid in honor of Javier's 10 years of service to the company.*

What skill do you wish you had?
I'd like to make the days longer than they are.

Manager's profile
"Javier is a well-organized, efficient and hard-working person. Every day he demonstrates that he is a professional and an essential member of the *iWorld* team. He is an excellent writer who can open and disassemble every kind of computing machine and search for new components to write about in high-quality, in-depth articles (*iWorld* readers have a guarantee of satisfaction). His long career inside IDG has provided him with a huge background on Mac and PC platforms, so he's able to program in several computing languages."

–Fernando Cabello, editor-in-chief, iWorld

The Webby review

Site name: The Motley Fool
URL: fool.com

In the courts of great European rulers there was but one person permitted to reveal the truth to the King without fear of a prompt, Marie Antoinette-style ending: the Fool. Founded on the notion that you are the best person to manage your money, Fool.com carries the wisdom of Wall Street's kingdom to all. Yes, it has the usual beeps and hollers of a financial information site — stock quotes, breaking news, graphs, portfolio trackers and the like — but what makes this site special is its friendly and whimsical attitude. Refreshingly *not* for the securities professional, the Fool caters to the broad range of investors who have other day jobs. Experienced investors can find original news and opinions on everything from tech stock p/e ratios to the Dogs of the Dow. New investors can learn what those things are in the Fool's School — a large section of the site devoted to deciphering Wall Street lingo. Explanations of new tax laws, links to IRS forms, college-education fund planners, daily e-mail services, discussion boards — it's all there. That's why it won a 1999 Webby Award in Finance. Find out if it'll be nominated for a second time when nominees for The Webby Awards 2000 are announced on March 1 at webbyawards.com.

The sites appearing in this space have been reviewed by staff at the The Webbys and nominated for this year's awards.

E-mail's 10 commandments*

- Thou shalt include a clear and specific subject line.
- Thou shalt edit any quoted text down to the minimum thou needest.
- Thou shalt read thine own message thrice before thou sendest it.
- Thou shalt ponder how thy recipient might react to thy message.
- Thou shalt check thy spelling and thy grammar.
- Thou shalt not curse, flame, spam or USE ALL CAPS.
- Thou shalt not forward any chain letter.
- Thou shalt not use e-mail for any illegal or unethical purpose.
- Thou shalt not rely on the privacy of e-mail, especially at work.
- When in doubt, save thy message overnight and reread it in the light of the dawn.

And the "Golden Rule":

- That which thou findest hateful to receive, sendest thou not unto others.

** Source unknown*

IDG WorldUpdate

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-42[illegible]9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

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In memoriam: Melvyn Bennett and Ricky Liu

IDG Hong Kong sustained a double tragedy last week with the sudden deaths of Co-Managing Director **Melvyn Bennett** and Production Manager **Ricky Liu**.

Bennett, 48, succumbed to complications of diabetes, and Liu, 52, died when the taxi he was riding in to work was involved in a head-on collision.

Bennett joined IDG Hong Kong as a regional sales manager in 1984. In 1994, he was named co-managing director along with **Micaela de Almeida**. According to IDG Chairman **Pat McGovern**, "when Melvyn and Micaela took over as co-directors, the business was flat in sales and suffering some losses. Melvyn and Micaela were able to turn the company

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OSCAR PHOTOGRAPHY

The third U.S. edition of LinuxWorld Conference & Expo drew the largest crowd to date: 20,000 attendees and 185 exhibitors.

IDC's Asia/Pacific IT Forum reigns as largest IT conference in Singapore history

IDC's conference-organizing prowess and research depth and breadth were on display Jan. 24-25 at the Asia/Pacific IT Forum in Singapore, the largest IT conference ever held in that country.

"The forum was a bigger success than we ever imagined," said IDC Asia/Pacific Managing Director **Dennis Philbin**, who in April will assume the post of IDC senior vice president, Internet Products and Partnerships. "While we planned on getting 600 attendees, we had over 1,000 come. Not only was this the largest conference in the history of Singapore, it was also the greatest gathering of IT minds. This is indicative of the resurgence of the Asian markets and the commitment of the major vendors to providing services and products to these markets that position Asian companies as global players. Users and suppliers in Asia are moving at Internet speed in "dot.com-ing" their businesses. This is really exciting," Philbin said.

Participating IDC staff from headquarters in Framingham, Mass., were IDC President and CEO **Kirk Campbell**, senior vice presidents **Frank Gens, John Gantz, Gigi Wang** and **Philippe de Marcillac**; Group Vice President **Sean Kaldor** and IDC Research Director **Tom Oleson**. They, along with influential representatives from major IT companies, outlined vendors' challenges and users' needs in the region's growing Internet economy. Best-selling author Don Tapscott delivered concluding remarks about competing in the digital economy.

Singapore's Minister for Communications and Information Technology, Yeo Cheow Tong, was the

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LinuxWorld stages successful East Coast debut

LinuxWorld Conference & Expo made a triumphant East Coast debut this month, attracting its largest crowds yet, as 20,000 attendees packed the Javits Center in New York City Feb. 1-4 to see the latest Linux offerings from the 185 exhibitors on the show floor.

"The success of this show clearly demonstrates the powerful momentum the Linux industry is building," said **Charlie Greco**, president and CEO of IDG World Expo. "In one year, we have exponentially grown this event to be the premiere Linux-only event in the industry and garnered the attention of the financial community with this first New York event."

LinuxWorld Conference & Expo launched in March 1999 in San Jose, Calif. A second show was held just five months later, Aug. 9-12, again at the San Jose Convention Center. This month's event, the third held in the U.S. in less than 12 months, solidifies LinuxWorld's lock on the No. 1 position in the market, Greco noted.

OSCAR PHOTOGRAPHY

Linux creator Linus Torvalds greets members of the audience following his keynote address at this month's LinuxWorld.

The show featured keynote presentations by Linux creator Linus Torvalds and Larry Augustin, president, founder and CEO, VA Linux Systems; a Linux Showdown hosted by *Network World* Editorial Di-

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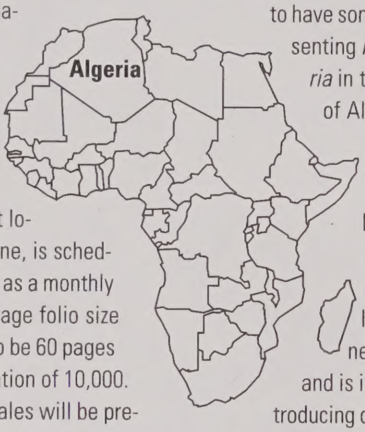
IDG signs publishing license for *PC World Algeria*

IDG's publications licensing team signed an agreement last month with Cirta Press to publish *PC World Algeria*. There are now six African nations in which IDG has publishing affiliates: Algeria, Egypt, Kenya, Morocco, South Africa and Zimbabwe.



PC World Algeria, which will be that country's first local IT magazine, is scheduled to debut as a monthly in April. Average folio size is expected to be 60 pages with a circulation of 10,000. Newsstand sales will be predominant, as subscriptions are uncommon in Algeria. Local content will include articles about local IT exhibitions, company profiles, products and prices lists and purchasing advice.

Currently, existing IT advertising in Algeria is concentrated in country's 24 daily papers. According to Cirta Press Director **Lyes Matmatte**, who will be managing the *PCW Algeria* operation, IT advertising in Algeria is expected to double in the next three years. Investments in the country's IT arena are increasing due to two main reasons. First, major players such as Compaq and Nokia have recently opened offices in Algeria in cooperation with newly formed Algerian companies. Second, the government cleared the way for more competition in the ISP arena. Before last August, there was only one Internet service provider in Algeria; two months later there were seven providers and another 17 awaited their ISP licenses.

PC World Algeria's parent company, Cirta Press, was established in May 1998 and imports primarily French-language books and magazines from France and Belgium. It is based in Constantine, the third largest city in Algeria, but the company plans to have some staff representing *PC World Algeria* in the capital city of Algiers, 439 km (272 miles) to the northwest.

Matmatte said he is looking forward to a long-term partnership with IDG and is interested in introducing other IDG products to the market including *Computerworld* and IDG Books Worldwide titles.

For more information, contact Lyes Matmatte at lyes_mat@netcourrier.com or IDG International Publishing Services Vice President/Licensing **Tim Clarke** at tim_clarke@idg.com.

Cirta Press
Cite Boussouf
Bt B1 N 175
Constantine 25000
Algeria
Tel: +213-4-66-48-10

Memorial donations

In lieu of flowers, donations in **Melvyn Bennett**'s memory may be made to the Royal Society for the Prevention of Cruelty to Animals in Hong Kong.

In keeping with Chinese tradition, the IDG Hong Kong office will be accepting donations in **Ricky Liu**'s memory to be presented to his family.

More specific address information for both will be in next week's *IDG World Update*.

In memoriam

continued from page 1

Bennett

Lui

around very effectively, increasing customer satisfaction, market share, revenue and profitability. Melvyn was always a wonderfully warm and friendly person. He was an excellent manager and an outstanding sales and marketing executive."

"Whilst Melvyn enriched us all, the loving support that Melvyn enjoyed through his many friendships in Hong Kong and else where are the bases of many fond memories," said de Almeida. "The relationship Melvyn had with the staff was always very candid, every morning his cheerful face would make them smile as he would always have some funny remarks to share with them. He was a real jokester and even in face of adversity, he would always try and have a positive outlook to give support to others; he was a great inspiration to all of us. His sense of humour was second to none."

"Melvyn brought joy and happiness wherever he went and always had a wonderful story to share," said IDG VP Corporate Services **Marion Kibbee**.

Melvyn was also a devoted animal lover and an active member of the Royal Society for the Prevention of Cruelty to Animals, serving as treasurer and elected to two terms as chairman. His personal menagerie included dozens of cats, dogs and birds, the latter of which he housed in an aviary he had built on his property.

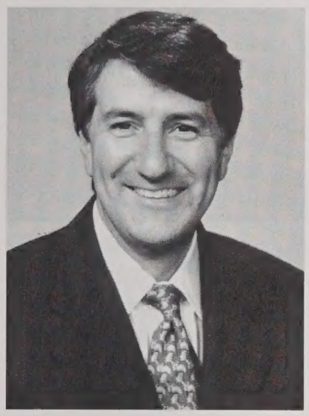
Lui joined IDG in March 1990. He lived in Shenzhen, across the border in mainland China. He was the sole editorial production person for *Computerworld Hong Kong* and created the layout for virtually every story that has appeared in the publication for the past 10 years, according to his close friend and colleague *CW Hong Kong* Editor **Don Tennant**.

"The only time he ever took annual leave was during holiday periods when we weren't publishing, and I don't recall him ever calling in sick," Tennant said. "We worked so well and so long together, it was like he could read my mind; he knew almost before I did how I wanted a page to look. He was never fazed by last-minute ad changes that required us to redo pages that had already been output. He always seemed happy to do whatever needed to be done."

"Like Melvyn, Ricky was kind, gentle and easy-going, and always ready with a quick smile. We will miss them both tremendously."

executive Q and A

Kelly Conlin
The president and CEO of IDG is this week's columnist.



"IDG has informed DoubleClick that recent publicity has forced IDG to review its relationship with DoubleClick and that we will switch platforms if our credibility is in any way threatened by a continued association with DoubleClick. We have a zero tolerance policy of abusing the trust of our readers."

Q I read that IDG has sold 15% of *The Industry Standard* to a group of outside investors for $30 million. Why?

A The financing came about after *The Industry Standard* management initiated the process of a potential public offering for the company. As the *IDG World Update* has reported in the past, any IDG business unit may consider a public offering if two criteria are met: the public offering is initiated by the business unit management team, and the expected valuation for the public offering gives the business unit a higher valuation than it would receive as part of the ESOP appraisal.

In the case of *The Industry Standard*, both these criteria were met, and, after beginning the process, the underwriters advised that adding additional investors to the board of directors prior to the public offering would further enhance the valuation at the offering. Therefore, the financing was completed as part of the overall plan in taking the company public.

In any event, IDG will remain the largest shareholder of *The Standard*, and our early investment and aggressive commitment to the company and the market has led to *The Standard* setting a new record as the fastest growing startup in IDG's history.

Q Is IDG's announcement that it will buy back 500,000 shares of IDG Books stock on the open market an indication that you believe the stock is severely undervalued?

A This is, by all accounts, a highly unusual market when a company like IDG Books, which posts solid revenue growth, double-digit profit growth, continued best-selling success, innovative marketing programs — to say nothing of consistently beating Wall Street earnings estimates — does not enjoy the benefits of that hard work and business success in their stock price. So the answer to the question is an emphatic yes.

IDG Books has an aggressive plan to highlight the continuous learning model using the Internet to create direct relationships with customers who highly respect the solid brand and content assets of the company. The company recently announced an alliance with Ask Jeeves, and other Web alliances are in the pipeline. IDG Books believes that continued growth of its core business and becoming even more aggressive on the Internet will enhance shareholder value, a view that all shareholders, including IDG, certainly share.

Q The Federal Trade Commission announced that it is investigating DoubleClick regarding its privacy policies, yet IDG uses DoubleClick for its ad serving. Could this become a problem for us?

A IDG's contract with DoubleClick prevents the company from using any data collected from our sites for any purpose other than aggregate reports and other standard advertising reporting metrics to IDG and to clients at IDG's direction. Neither IDG nor any IDG business unit joined Abacus Alliance, the specific DoubleClick initiative that is causing the controversy.

Nevertheless, perceptions are powerful, and the "net storm" over this issue is growing. The perceptions are particularly important for customers of DoubleClick DART (such as IDG) because the DoubleClick brand appears on the browser window whenever a user is at an IDG site and mouses over or clicks on an ad.

Therefore, IDG has informed DoubleClick that recent publicity has forced IDG to review its relationship with DoubleClick and that we will switch platforms if our credibility is in any way threatened by a continued association with DoubleClick. We have a zero tolerance policy of abusing the trust of our readers.

IDG's Web sites have also posted explicitly in their privacy policies that they are not part of the Abacus Alliance. See, for example, the "letter from the editor" on *Network World*'s Web site at www.nwfusion.com/columnists/0203editors.html.

The manager of IDG's online ad operations group, **Erin Wayman**, recently chaired a discussion regarding privacy at a meeting of the advertising operations managers from the largest Web sites in the U.S. and came back with recommendations for enhancing the disclosure of third-party relationships on the publisher's Web site, since there are typically three or four ad serving platforms that are serving ads on any one site. The IDG business unit presidents recently agreed to adopt these recommendations in updating our privacy guidelines to make sure they are consistent with our editorial and ethical standards.

Kelly Conlin may be reached at kelly_conlin@idg.com.

What's a Linux?

Linux is a Unix-like operating system that was initially created as a hobby by Linus Torvalds, then a student at the University of Helsinki in Finland. Linux is developed under the GNU General Public License and its source code is freely available to everyone. This, however, does not mean that Linux and its assorted distributions are free; companies and developers may charge money for it as long as the source code remains available.

Linux may be used for a wide variety of purposes including networking, software development and as an end-user platform. Linux has an official mascot called Tux, the Linux penguin, that was selected by Torvalds.

LinuxWorld

continued from page 1

rector **John Gallant**; and major industry announcements including the following:

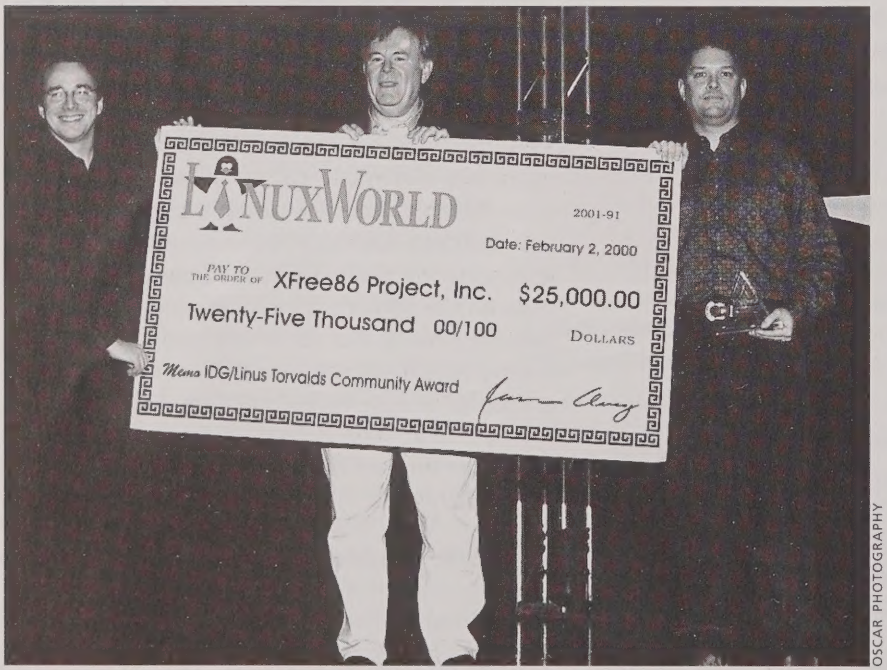
- VA Linux Systems announced the acquisition of Andover.net for more than $800 million.
- IBM previewed a multi-million dollar system that will run on nominally free software. IBM also announced its backing of the open source operating system for thin client computers.
- Trillion Project, composed of VA Linux Systems, Cygnus, Caldera, SuSE, TurboLinux, IBM, Red Hat, Hewlett-Packard, CERN and SGI, announced a 64-bit Linux operating system to run on Intel's new 64-bit chip, Itanium.
- Dell announced plans to sell two laptop models equipped with Red Hat Linux 6.1, certified by Linuxcare.
- IDG Books unveiled *Linux for Dummies*.
- Linus Torvalds announced that the next version of the Linux kernel, Linux 2.4 will be ready this summer.

Following his keynote, Torvalds and IDG Chairman **Pat McGovern** presented the IDG/Linus Torvalds Community Award to Robin Cutshaw, treasurer of the XFree 86 Project. This $25,000 award is given to an association, organization or individual for outstanding contributions in support of the open source movement. Past recipients include The Stampede Linux Foundation; Jay Sulzberger, a New York school teacher; and the Free Software Foundation.

LINUXWORLD
CONFERENCE & EXPO

OSCAR PHOTOGRAPHY

Network World Vice President and Editorial Director ***John Gallant*** *serves as moderator of Network World's Linux Showdown.*



2001-91

Date: February 2, 2000

PAY TO THE ORDER OF XFree86 Project, Inc. $25,000.00

Twenty-Five Thousand 00/100 DOLLARS

Memo IDG/Linus Torvalds Community Award

OSCAR PHOTOGRAPHY

IDG Chairman ***Pat McGovern*** *(center) and Linus Torvalds (left) present the IDG/Linus Torvalds Community Award to Robin Cutshaw of the XFree 86 Project.*

The XFree86 Project is a non-profit corporation of the state of Texas whose charter is to design, implement and distribute, as free software, an implementation of the X Window System. All products are freely available and freely re-distributable.

Event attendees selected Show Favorite award winners. Votes were cast on ballots using Web-based kiosks on the show floor to select favorites in various categories. Sponsored by Omnis Software, the overall Show Favorite award was presented to Enhanced Software. In addition, the following companies won Show Favorite awards in the categories identified below:

- Database: IBM
- Development Tools: Corel Corporation
- Desktop: Troll Tech
- Distribution: SuSE
- Hardware: VA Linux Systems
- Internet/Intranet/Extranet: Chili!Soft
- Office Suite: SourceGear
- Peripherals/Support: VA Linux Systems
- Publications: *Linux Journal*
- Servers: Computer I/0
- Software Utilities: Lone Star Software Corp.

The next LinuxWorld Conference & Expo will be held in San Jose, Calif., Aug. 14–17. For more information, visit www.linuxworldexpo.com or contact Marketing Manager **Kristin DeAngelis** at kristin_deangelis@idg.com.

Monday, February 21, 2000

Advertising Sales Associate (CIO) CIO is looking for an energetic individual to provide sales support to the Austin, TX sales office. Responsibilities will include: customer contact and follow-up on behalf of the regional sales director; heavy agency/vendor contact to assist with magazine closings and collection of insertion orders; travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals and RFP's. Ideal candidate will have a customer service orientation, strong writing skills and attention to detail. This individual will also be proficient with Microsoft Word, Excel, PowerPoint and Lotus Notes. 2-3 years of business experience preferred. Strong administrative skills and the ability to work independently are essential. *Location: Austin TX*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Account Director (CW) Computerworld is looking for an energetic highly motivated sales executive to join our dynamic team. Reporting to the Associate Publisher/Eastern Region, the successful candidate will use solutions-selling techniques to create powerful sales strategies, pursue all assigned advertising sales opportunities, and grow existing business from Computerworld customers. This role will require the selling of multiple Computerworld products to customers and their advertising agencies. This position requires excellent verbal and written communication and organization skills. Advertising sales experience is required, preferably in the IT industry. Knowledge of technology, Internet Commerce and Telecommunications a plus. Demonstrated closing skills and collaborative, creative problem-solving ideas are necessary. 8-10 years experience in customer-focused sales environment is required.
Location: San Mateo CA
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Staff Accountant (IDC) IDC's Finance Department is expanding and we are seeking a Staff accountant who will be responsible for International Billing, sales commission calculations, balance sheet and statistical account reconciliations, and assisting with month end and fiscal year end closings. We are looking for a team player, who enjoys multi-tasking and is interested in growing within the accounting field. Candidates should possess a BS/BA and 2-3 years professional/internship accounting experience. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Research Editor (IDC) Publishing Services & Technologies seeks a talented, independent Research Editor for projects in the IT industry. Responsibilities include editing text and tabular material on-line and on hard copy, working with authors to fine-tune their writing, datachecking, and proofreading documents before publication. Strong Microsoft Office skills (Word and Excel) are required. The ability to work under tight deadlines and to juggle many projects at once is a must. A bachelor's degree and 3-5 years experience in a technical environment are preferred.
Location: Framingham MA
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Research Analyst (IDC) We are seeking a research analyst with 2-4 years experience to play a key role in the continuing success of the Small Business Market and Home Office Market programs. This individual will help conduct and manage research on the acquisition and use of advanced technology products and services by key end users. The individual will develop and implement appropriate surveys, analyze results, prepare written deliverables, and support client inquiries. In addition to developing program reports and bulletins, the analyst will work with other group staff to create five-year market forecasts across technology categories. Strong writing and analytical skills will be essential (including facility with appropriate PC applications like Word and Excel); experience with SPSS, SAS, WinCross, or other statistical packages a definite plus. MBA a plus. *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Research Manager, Telecommunication (IDC UK) IDC Telecommunication Research Group, based in UK is seeking a Research Manager. The favorite candidate should have a university degree, and 3 + years of experience in the Market Research Sector or in the Market Planning Dept. of an IT - Telecom industrial reality. Recognized as a Telecommunication expert, brings knowledge and experience in this area. Should have good knowledge of the Telecommunication Market. Should be capable of managing new projects from the planning to the implementation phase including presentation of results. Teamwork capability is fundamental. Flexibility, initiative, problem solving, interpersonal skills are all required. *Location: London England*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Senior Analyst / Research Manager, ERM Applications (IDC) The Enterprise Resource Management (ERM) Applications Research Program is looking for a Senior Analyst / Research Manager. The ideal candidate should enjoy working with customers to help formulate their tactical and strategic business plans. This individual will meet extensively with suppliers to evaluate changing technology in diverse application markets and produce written reports on his/her assessments. This analyst should possess the ability to effectively manage multiple research engagements involving quantitative and qualitative analysis; importantly, this analyst should enjoy working in an environment which involves multitasking. This individual should have the ability to build influence with the business and trade press. High tech industry experience in a technical or marketing role would be a plus. Candidates must possess excellent writing, communication and quantitative skills. This position is based in our headquarters in Framingham, MA, and requires approximately 10% -15% U.S. travel. *Location: Framingham MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Senior Consultant (IDC Canada) IDC Canada is seeking a Senior Consultant who will provide consulting services to IDC Clients in the IT / Communications industries in Canada. The successful candidate will be required to take an active role in all aspects of the consulting practice including: providing pre-sales support to the Sales Team, scooping the opportunity, costing and scheduling consulting engagements, working alone or as a member of a team to deliver the service to the client, managing a project / and or project team as required so that the project is delivered on-time, on-spec, on-budget and profitably, and assuming responsibility for Client satisfaction. Candidates must have a min. 5 years consulting experience in IT industry, sound knowledge of sales & marketing strategy & processes; project management processes & techniques; a good understanding of business and the IT industry. Also required: excellent communication skills; strong analytic skills; the ability to express complex concepts in concise & unambiguous terms; must be a capable facilitator; possess the ability to work comfortably & effectively at all levels in an organization; must be able to work effectively with a minimum of supervision; must be able to work effectively as a member of a team (real & virtual). Education: Masters Degree in Business or equivalent experience. *Location: Toronto Canada*
Contact: J.McLean, Email: idc_jobs@idc.com

Human Resources Assistant (IDG) IDG's Human Resources Services Division seeks a Human Resources Assistant to assist in supporting a variety of IDG business units. Will handle a broad range of assignments including: responding to employee inquiries (payroll, benefits, policy and procedure questions, etc. distribution and administration of business unit specific benefits; report writing; and recruiting; and will assist with employee relations, and special projects. The ideal candidate will possess 2 years HR experience, excellent organizational and interpersonal communication skills, and effective PC abilities (Excel, Word, PowerPoint). Strong customer service focus and detail orientation in fast paced environment required. *Location: Framingham MA*
Contact: J. Lynch, Fax: 508-935-4600, Phone: 508-935-4041, Email: julie_lynch@idg.com

Network Administrator (IDG GC) Global Communications technology infrastructure and day-to-day network operations. Responsibilities include: implementation and management of our wide area network infrastructure, Unix systems management, network analysis/design, administration of Lotus Notes, comprehensive 7 x 24 support for our customers world wide; development of policies and procedures to improve upon and maximize our customer service and system reliability and fault tolerance. Administrator will have at least 3-5 years of network administration and support experience. Significant hands on administration experience with Unix, Windows NT, Internet technology and wide area network management skills including Frame Relay/T1/ISDN are essential. Experience with Lotus Notes administration and working in a global technology environment is a plus. *Location: San Mateo CA*
Contact: D. Garza, Fax: 650-524-5730, Phone: 650-524-5701, Email: diana_garza@idg.com

Sales Assistant (IDG/B) IDG Books has an outstanding opportunity for an Administrative Assistant in our Sales Department. The Administrative Assistant utilizes strong organizational, communication, and clerical skills and a "team player" attitude to provide administrative support to the Senior Director Traditional Books/Field Sales, Director Trade Sales, National Account Managers and Field Reps of our Traditional Book channel. This position is responsible for the smooth day-to-day functioning of the department and contributes appropriately to specific projects. Major responsibilities include: scheduling, monthly consolidation of reports, administrative/project support, expense report verification, and daily sales forecasting. Our ideal candidate will have 2-3 years of administrative experience in a sales environment; strong word processing and spreadsheet skills; and the ability to multi-task. *Location: Indianapolis IN*
Contact: M. Boese, Fax: 317-572-4001, Phone: 317-572-3359, Email:injobs@idgbooks.com

Copy Editor (NWW) Seeking a copy editor with 1.5 to 3 years previous experience, to join a six-member copy desk. Position involves reworking copy to improve grammar, as well as other standard copy-editing skills, such as proofreading and cutting text to fit. Ability to edit text in Quark necessary. Many opportunities for career and personal growth and development, including managing copy flow for bi-monthly supplements. Copy editors have lots of interaction with people (art department, news editors/writers), so you should have good teamwork skills and enjoy working with people. Ability to work with tight deadlines important. *Location: Southborough MA*
Contact: M. Brunaccini, Fax: 508-490-6454, Phone: 508-490-6474, Email: hotjobs@nww.com

Executive Editor (IDG/GMG) GameProWorld.com, the Internet division of IDG Games Media Group, publisher of GamePro magazine, the world's largest multiplatform gaming magazine, is seeking an experienced Executive Editor with 5+ years of editing experience, excellent writing ability, supervisory/management experience, and extensive experience with PC games and the Internet to grow its PC games channel. In addition to supervising other editorial staff, this person will develop and manage the channel's PC games content; edit manuscripts and work with freelancers; create content, including reviews, previews, features, news and strategies; and act as a representative of GameProWorld.com, covering assigned PC game companies and attending trade shows, product demos, and industry events. This position requires 5+ years of professional journalism (magazine or Web) experience that includes developmental editing, excellent writing skills, expert knowledge of PC games and the Internet, and supervisory experience. Must be a self-motivated, professional, and mature team player with leadership abilities. Must possess energy and drive to produce quality copy while adhering to tight deadlines within a very fast-paced, team-oriented on-line publishing environment. Knowledge of HTML, Adobe Photoshop and Premiere a plus. Position is located in San Francisco, CA. Email or fax resumes with salary requirements. *Location: San Francisco CA*
Contact: K. Skaggs, Fax: 650-349-8347, Phone: 650-978-2237, Email: kskaggs@gamepro.com

Traffic Coordinator (NWW) Come join the Ad Operations and Production team as a Traffic Coordinator. This newly created position is highly interactive and customer-focused. The Traffic Coordinator will act as the primary liaison and interface with members of the Ad Operations and Production Departments as well as our sales teams, clients and ad agencies. You will be responsible for receiving and tracking all ads materials (film and files), assuring that all information is documented accurately and in a timely manner. Individual will assure ad materials are received with the correct specifications and make appropriate follow-up calls to clients for new material when necessary or additional information. Individual will also maintain and update database for weekly review of ad materials status. Individual will assist with production ad checks and shipping of weekly publication as necessary. Qualified candidates must have 1-2 years business or related work experience and be proficient in Quark 4.0, Adobe Pagemaker 6.5, Adobe Illustrator 8.0, Freehand, Adobe Photoshop 5.5, Adobe Acrobat 3.0 & 4.0. Knowledge of Microsoft Excel & Word helpful. Individual must be able to work independently as well as part of team and have strong organizational and time management skills. If you are detail oriented and like to manage multiple tasks in a fast-paced environment, please apply!! Opportunity for growth. *Location: Southborough MA*
Contact: M. Brunaccini, Fax: 508-490-6454, Phone: 508-490-6474, Email: hotjobs@nww.com

Audience Development Coordinator (PCW) The Audience Development Coordinator will assist the Audience Director and Managers with all promotion and marketing efforts for driving traffic to pcworld.com. S/he will assist in researching, implementing, and tracking promotions to acquire new subscribers to pcworld.com's email newsletters and other subscription efforts. Responsibilities include setting up and coordinating special site promotions for pcworld.com registered users, including sweepstakes promotions in partnership with major advertisers; assisting with coordinating ad barter deals with targeted sites in order to attract new visitors and help manage house and sister site ad placement programs; maintaining statistics on promotional efforts; and tracking and reporting on effectiveness of ad campaigns and newsletter promotions. The Coordinator will work with design and production staff to implement promotions. Ideal candidates will be energetic self-starters who can handle multiple projects in a fast-paced environment. Stellar communication, writing and analytic skills are required! Internet promotion experience a plus. Must be proficient in Excel and Word. *Location: San Francisco* CA
Contact: U. McGee, Fax: 415-974-7491, Phone: 415-978-3183, Email: uila_mcgee@pcworld.com

On-line Business Analyst (PCW) The On-line Business Analyst is responsible for all reporting and analysis as it relates to Web traffic and email newsletter subscriptions for pcworld.com. Other responsibilities include QA and delivery of email broadcasts; production of standard and ad hoc reports and analysis for Web site traffic to pcworld.com (MarketWave); maintenance, improvements and developments of all reporting as it relates to in-house Oracle 8 User/Subscription database; and approval, formatting and delivery of broadcast emails. The ideal candidate will have a strong comfort level with computers, and will be proficient with Microsoft Excel and Access. Experience with SQL and the Windows NT environment are very helpful. Some knowledge of UNIX commands, HTML and the Web are a plus. The best candidate will have great trouble-shooting skills and a strong desire to learn and take on new projects. *Location: San Francisco CA*
Contact: U. McGee, Fax: 415-974-7491, Phone: 415-978-3183, Email: uila_mcgee@pcworld.com

Circulation Promotion Coordinator (PCW) Seeking an energetic, quick-learning individual to take over the day-to-day responsibilities of many new subscriber sources, such as insert and gift promotions, subscription agents, and other miscellaneous sources. This position will also provide support in growing on-line orders. Responsibilities also include managing all premium business (i.e. manufacturing, inventory, schedules and fulfillment) as well as the creation of new premiums. Additional responsibilities include response analysis, budgeting support, expense tracking, invoice coding, and strategic planning. Qualified candidates should have prior experience in magazine circulation. Must be detail-oriented and organized. Excel and Microsoft Word skills essential. *Location: San Francisco CA*
Contact: J. Apostol, Fax: 415-882-0936, Phone: 415-267-1798, Email: judy_apostol@pcworld.com

VP/Editorial Director, PC World US (PCW) Reporting to PC World Communications' CEO, the VP/Editorial Director of PC World US oversees at the highest level all editorial products bearing the PC World name, including print, on-line, and all other media. The VP/ED sets overall editorial strategy, ensures that the work of print and new media is mutually beneficial, and oversees the on-line and print EICs. The VP/ED sets standards of editorial excellence, fosters competitive zeal, represents PC World to all its constituencies, identifies opportunities for new products, and advises on issues of resource allocation. Candidates should have extensive experience as an editor-in-chief of a major publication, comprehensive knowledge of the current PC market and its trends, a wide range of industry contacts, proven ability to manage to objectives and budgets, excellent organizational, management, communication, problem-solving and interpersonal skills. Bachelor's degree in English or journalism or equivalent experience. A minimum of eight years editorial management experience. *Location: San Francisco CA*
Contact: R. Willoughby, Fax: 415-974-7316, Phone: 415-978-3205, Email: richard_willoughby@pcworld.com

Accounting Administrator (PCW) The PC World Accounting Department is looking for an Accounting Administrator. The major responsibilities for this position include processing accrual entries, reconciling accruals and deferrals to the GL, processing and reconciling inter-company entries, and updating the chart of accounts. An Accounting degree or equivalent business experience desired. Should be proficient in Excel and Windows. *Location: San Francisco CA*
Contact: M. Reyes, Fax: 415-543-3984, Phone: 415-978-3364, Email: michelle_reyes@pcworld.com

Information Systems Specialist (PCW) IS Specialists are responsible for installing, maintaining and upgrading computer hardware, software and peripheral equipment in use by several IDG businesses. Knowledge of Microsoft Windows 95/98/NT, MAC OS 7.x _ 9.x and Office applications is also required; experience with Lotus Notes messaging is preferred. The ideal candidate would also have experience with QuarkXpress, Photoshop and Illustrator. This position involves significant end-user contact, including supporting remote users and providing employee training. College-level coursework and/or technical training in computer science, or equivalent experience required.
Location: San Francisco CA
Contact: M. Robles, Fax: 603-687-4488, Phone: 415-243-0600, Email: itjobs@pcworld.com

Research Analyst (PCW) PC World is seeking an experienced Research Analyst to assist in managing custom and syndicated research projects for PC World print and pcworld.com. Qualified candidates will be experienced in research project design and implementation, as well as in supervising outside suppliers and analyzing and reporting results. Position requires a BA or BS, at least 3 years of research project management experience, strong analytical skills and excellent oral and written communication skills. The ideal candidate will be detail-oriented, self-managed and able to organize and manage multiple projects simultaneously. *Location: San Francisco CA*
Contact: B. Eichel, Fax: 415-974-7404, Phone: 415-978-3254, Email:bettina_eichel@pcworld.com

Senior Research Manager (PCW) PC World is seeking a Senior Research Manager to design, manage and report market research studies for PC World print and pcworld.com. The ideal candidate will have a demonstrated ability to thinks trategically and translate business needs and issues into actionable and credible research studies. At least 10 years of experience in research management is required; publishing experience is preferred. Advertising expertise and the ability to manage syndicated research suppliers and the distribution of syndicated data to sales and marketing organizations also required. Extensive experience developing syndicated research applications preferred.
Location: San Francisco CA
Contact: B. Eichel, Fax: 415-974-7404, Phone: 415-978-3254, Email: bettina_eichel@pcworld.com

Performance Analyst (PCW) The individual in this position will develop and perform tests and analyze results for a broad variety of PC hardware and products in the PC World Test Center. Qualified candidates should possess a thorough understanding of PCs and Windows technologies. Knowledge of modem, printer, monitor, or graphics hardware technologies preferred. Experience in a PC hardware and business software environment necessary. Excellent communication skills required; team player. Performance measurement and benchmarking experience a plus. Candidate should have a bachelor's degree or equivalent experience. *Location: San Francisco CA*
Contact: J. Kuta, Fax: 415-546-1673, Phone: 415-974-7430, Email: jeff_kuta@pcworld.com

Charities benefit from evaluations

Attendees at the Asia/Pacific IT Forum were asked to rate the speakers and the venue and provide overall comments on both days of the event. For every evaluation form turned in, IDC Asia/Pacific donated five Singapore dollars to a local charity. The company raised approximately S$2,500 (US$1,475) for the Singapore Kidney Foundation, Singapore Cancer Society, Singapore Sports Council for the Disabled and Singapore Children's Society. "We do this at most of our events in Singapore — it is a good way to stay in touch with the community, and better than the pen or paperweight that most event organizers give to attendees," noted IDC Asia/Pacific Director of Marketing **Cort Isernhagen**. The Asia/Pacific staff may introduce the practice at IDC events elsewhere in the region this year.

IDC A/P Forum

continued from page 1

guest of honor and used his opening address for a major announcement: the deregulation of Singapore's telecom markets. While the effect will be increased service offerings and lower prices, Yeo's comments also signaled that the Singapore government is committed to being the region's hub for IT and communications.

The presence of close to 100 journalists underscored the significance of the forum. CNBC Asia, the official broadcaster of the event, interviewed speakers at an onsite studio and aired reports for several days during and after the forum.

Philbin joined IDC Asia/Pacific staff members **Piyush Singh**, **Dane Anderson** and **Sandra Ng** in a panel presentation, "All You Wanted to Know about IT in Asia in 90 Minutes." Philbin noted that the goal of IT professionals and CEOs – in Asia/Pacific and around the globe – in the year 2000 is to create efficient, customer-centric IT systems. The challenges facing them are: prioritizing investments in solutions, integration of existing and new applications, managing distributed systems efficiently, the IT staffing/skills shortage and gaining efficiencies from these new systems in Internet speed, i.e., within 18 months.

IDC lined up 17 corporate sponsors for the forum. Now that the region's business climate is improving, vendors are increasing investments into Asia and looking for good opportunities to spread their corporate message, noted IDC Asia/Pacific Director of Marketing **Cort Isernhagen**. "Based on this year's success, many of the sponsors are already reserving their places for next year," he noted.

*IDC Senior Vice President **Frank Gens** (center) listens to Sean Loiselle, CTO Asia/Pacific, Lotus Development (Asia Pacific) Corp. during an Asia/Pacific IT Forum interview. At left is Dr. Stephen Mendonca, director, NonStop Strategies Initiatives, Compaq Computer Corp.*

IDC Asia/Pacific Events Manager **Angeline Hon** and Events Specialist **Ivy Teo**, both based in Singapore, led the organizational efforts for the forum. They have a brief respite before starting work on the region's next Asia/Pacific IT Forum, which will be held in Singapore in January 2001. For more information contact Teo at iteo@idc.com.

Many of the presentations from the forum are available online at www.apitf.idc.com.sg.

Internet usage in Asia/Pacific

IDC projects that by 2003 there will be 138 million Internet users in Asia/Pacific, dispersed as follows:

Japan	43%
China	18%
India	8%
Australia	7%
South Korea	7%
Rest of region	13%

Source: IDC Internet Commerce Market Model, V6

Internet users worldwide

Last year was the first time that the majority of Internet users worldwide (51%) lived outside the U.S. IDC predicts that by the end of 2000 this figure will rise to 60% and grow to 65% in 2004.

IDC's Mayo and Kmetz win top employee referral prizes

IDG's Employee Referral Program is a "win-win-win": new hires gain a job, referring employees earn a bonus and IDG gets qualified candidates. IDC's **Sophie Janne Mayo** and **Keith Kmetz** can now count a fourth "win": their names were selected in a random drawing among those who referred two or more employees in FY99.

IDG WORLD UPDATE

Mayo

HILLARY DEMELLO

Kmetz

Mayo, the Worldwide Services program manager, received $2,000 as the grand prize winner. She referred Barrett Coakley, Senior Research Analyst **Ting Piper,** and Senior Research Analyst **Gregory Dyer.** Kmetz, a program director, received $1,500 as the runner-up. He referred Inside Sales Representative **Bruce Atlas** and Consulting Director **Gregory Porell**.

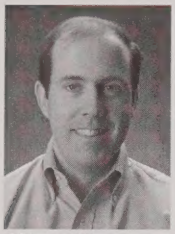
Throughout FY99, 696 people joined IDG companies in the U.S. According to IDG Manager/Executive Recruiting **Susan Brown**, available statistics show that 29% of these hires came from employee referrals, and 129 bonuses were given to the referring employees.

"Employee referrals continue to be our single biggest source of recruiting qualified candidates to IDG," Brown said. "Making a good cultural match is beneficial to both employees and IDG as a company. Who better understands the uniqueness of IDG than our employees? We hope this program will encourage people to be continually looking for qualified candidates among their industry contacts for referral within their own group or to any other IDG or IDC unit."

Employees who refer candidates who are hired by participating business units are eligible for a bonus of up to $200 for part-time/causal employees and $500 for full-time employees. Some units, such as IDC, reward referrals with a $1,000 bonus. The newly hired employees must stay at IDG for at least 90 days in order for the referral to be awarded. Referrals must be submitted to the human resource representative who is doing the hiring via the referral form.

Contact your business unit manager or your human resource representative for the referral sheet and the complete rules.

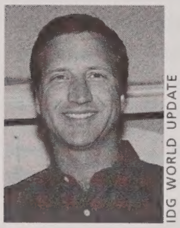
noteworthy people



O'Donnell

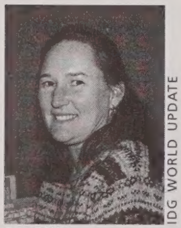
IDG WORLD UPDATE

McGurn



IDG WORLD UPDATE

Dyer



IDG WORLD UPDATE

McAllister

Moller

Promotions

IDC Systems Manager **Mark Hall** has been promoted to director, Systems and Support in IDC's IT department. "Since Mark joined IDC in August 1997, he has been a valuable leader to the IT community," said IDC CIO **Mitchell Rose**. "Mark has been the lead technical force behind all of IDC's infrastructure improvements. [Among his] innumerable achievements are the implementation of IRIS and elimination of Compuserve, which will save IDC thousands of dollars while improving service at the same time, and the development of a culture of service on the Help desk."

New employees

ITworld.com has hired **Mark O'Donnell** as vice president/finance. He held a similar title at Cahners Business Information where he was responsible for $80 million in revenue. He graduated from Columbia College in New York City with a B.A. in political science and earned an M.S. in management with a concentration in strategy and finance from MIT's Sloan School of Management. In his spare time he studies languages, literature and philosophy.

Ross McGurn is ITworld.com's new database developer, coming from Addison-Wesley Longman Publishing where he was senior quality assurance engineer. He holds a B.A. in mathematics from College of the Holy Cross in Worcester, Mass. Away from the office he likes to read and jog.

ITworld.com's ITCareers division has hired **Jamie Swartz** as Eastern region district sales manager. She was previously with Nationwide Advertising as regional manager. She holds a B.A. in sociology from C.W. Post College in Waterbury, Conn., and enjoys travel and skiing.

Web Events Editor **Lisa Lavery** joins ITworld.com from TalkAmerica Radio Networks where she was director of affiliate relations in charge of promoting 70 talk shows, as well as anchor of national news and sports broadcasts. She holds a B.S. in television news reporting and anchoring from Lyndon State College in Lyndonville, Vt., and enjoys music and geneology.

District Sales Manager **Bob Whiting** comes to ITworld.com from his position as East Coast sales manager at The AdSmart Network where he handled ad sales across more than 350 Web sites. He earned a communications B.A. from Boston College and is a new father to daughter Julia.

Previously managing editor at *Application Development Trends*, **Jack Vaughan** is now senior editor/news for ITworld.com, responsible for news, features and online coverage. He earned a B.A. in journalism and an M.A. in science communication from Boston University. Interested in music, poetry and Little League baseball, he has co-authored features on "The State of Application Development Today" and "XML in e-Commerce."

Previously an assistant manager in national sales for USA Films, **Adrianne Wholey** is now a sales associate for *The Industry Standard*. She earned a B.A. in English from Hartwick College in Oneonta, N.Y.

Executive Editor, Development **Bob Cohn** comes to *The Industry Standard* from Stanford University's *Stanford* magazine where he was editor and publisher. Prior to that he covered the White House as a Washington, D.C., bureau correspondent for *Newsweek*. He holds a B.A. in American studies and communications from Stan-ford and a master's in the study of law from Yale University Law School where he was also a Ford Foundation Fellow. He enjoys running, reading and playing with his 4-year-old daughter.

Senior Research Analyst **Greg Dyer** comes to IDC from Internet startup firm Flashpowder, Inc., where he was director of business development. He earned a B.S. in economics from Wake Forest University in Winston-Salem, N.C. and an M.B.A. from Babson College in Babson Park, Mass. Away from the office he enjoys golf and sailing.

A recent Dean's List graduate of Boston College with a B.A. in psychology, **James O'Brien** joins IDC as an inquiry analyst in the Personal Systems and Semiconductor programs. After graduation he worked as a legal assistant for the firm of Quinn and Morris. An avid reader, he also enjoys "just about any athletic activity imaginable."

Previously an account representative with All America Financial, **Heather McAllister** is now a group operations controller with IDC. She graduated from Boston University with a B.S. in hospitality administration and likes to garden and cook.

Last a project manager and marketing research analyst with Tufts Health Plan, **Andrea Bentley** is now an IDC research analyst. She earned a B.A. in marketing from Bentley College in Waltham, Mass., and volunteers her spare time at the Greater Boston Food Bank.

In her first job out of college, **Megan Halio** has been hired by IDC as a software product assistant, helping to organize the Web Conferencing Series and build the central marketing contact database. She is a recent graduate of Babson College in Babson Park, Mass., with a B.S. in management/MIS.

Nicolas Parente joins IDC as an IS deployment specialist, coming from All American Financial where he was a mail client rollout specialist. He earned an associate's degree in audio engineering/computer science from Full Sail Center in Orlando, Fla., two pursuits he continues to follow.

Sales and Marketing Manager **Claus Møller** has joined IDC Nordic's Copenhagen office. He was most recently a sales manager at

continued on next page

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Delia Quartey *InfoWorld*

21
Molly Upton *IDC*

19
Karen Weston *IDC*

17
Eric Bender *PC World*

13
Mark Sullivan *IDC*

12
Vicki Brown *IDC*
Dorothy Rosenthal *IDC*

11
Joanne Pirnik *InfoWorld*
Lucy Chaudhuri *IDC U.K.*
Terri Schafer *IDC*

0
Patricia Smith *IDG World Update*
Nieves San Roman *IDG Spain*
Pilar Tejero *IDG Spain*
Kelly Crowley *Macworld U.K.*
Philippe de Marcillac *IDC*

8
Jack Wang *IDG Taiwan*

7
Joan Kelliher *IDG*
Doni Moore *Laurentian Technomedia*
Diane Hacker *PC World*

6
Miyuki Chiba *IDG Japan*

5
Trino Ramos *IDG International Publishing Services*
Elinet Medina *IDG International Publishing Services*
Elaine Cummings *CIO*
Mark Hobson *IDG Australia*
Richard Dean *IDC*
Lidia Frontczak *IDG Poland*
Dustee Anderson *FCW Government Technology Group*

4
Michael Carbonneau *IDC*
Ted Bowen *InfoWorld*
Lori Mitchell *InfoWorld*
Ida Andersson *IDG Sweden*

3
Stephanie Roche *CIO*
Dena Tom-Aboubzou *IDG Global Communications*
Kat Auch *IDG Games Media Group*
Lizzy Houkes *IDG Benelux*
Mette Rendtorff *IDG Denmark*
Susan Fischer-Merianos *Laurentian Technomedia*
Nicole Comiskey *IDC*
Grace Aquino *PC World*
Saime Mercan *IDG Sweden*
Mark Foster *PC Advisor*
Callie Pottorf *IDC*

2
Jessica Sepe *CIO*
Beth Senges *IDG*
Polly Wang *IDG Taiwan*
Lorenza Guidotti *IDG Italy*
Katharine Dvorak *PC World*
Gabe Ramos *PC World*
Robin Giang *IDC Hong Kong*
Caroline Ullstrand *IDG Sweden*
Elisabeth Haglund *IDG Sweden*

1
Ernesto Cordero *IDG*
Venassa Chen *IDG Taiwan*
Kei Hiraide *IDG Japan*
Travis Simon *IDG Australia*
Henrietta Kjaer *IDG Denmark*
Karen Kelly *Laurentian Technomedia*
Michael Lattig *InfoWorld*
Gregory Frame *PC World*
Patrick Herms *PC World*
Karen Windus *PC World*
Greg Langlois *FCW Government Technology Group*
Elaine Weichsel *FCW Government Technology Group*
Jens Gustafson *IDG Sweden*
Peter Svensson *IDG Sweden*
Iseult Bottoni *IDC U.K.*
John DeSalvo *IDC*
Weili Su *IDC*
Sandra Cummings *IDC*
Joyce Vinson *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Noteworthy

continued from previous page

Unisys in Denmark. Claus has a master's degree in law from the University of Copenhagen and enjoys cultural activities, jogging and spending time with family and friends.

Carrie Gatlin joins The Webby Awards as Web producer, coming from C|NET's Builder.com where she was an associate technical producer. She holds an M.A. in French literature from the University of California/Santa Barbara and is working on a h.D. in French at the Univer ty of California/Berkeley.

Previously director of sales with CMP/Miller Freeman, **Debbie Luft** is IDG Communications' director of business development. She's a University of Arizona graduate with an interdisciplinary studies B.A., combining communications, English and art history.

Previously human resources director for Pete's Brewing Co., **Heather Durbin** is now human resources manager at IDG Books' Foster City, Calif., office. She has a B.A. in English from Fresno (Calif.) State University and a Training and Human Resources Certificate from the University of California/Santa Cruz. She recently hiked to the bottom of the Grand Canyon "and out again!"

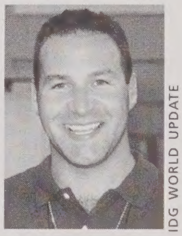
Holly Cuny has been hired by *CIO* as a Web producer. She was previously an e-publishing solutions manager at Cornerstone Systems Solutions and holds a B.A. in communications from the University of Texas. She enjoys photography, tennis and astronomy.

Event Planning Specialist **Rachel Sherman** comes to *CIO* from Black and Decker where she was a field marketing specialist. She graduated from the University of Massachusetts/Amherst with a B.B.A. in marketing and likes to paint and travel.

Previously an administrative assistant with Catalina Marketing, **Lisa Iozzia** is now a sales associate in *PC World*'s New Jersey office. Away from her client duties, she enjoys astrology, needlepoint and cooking.

Transfers

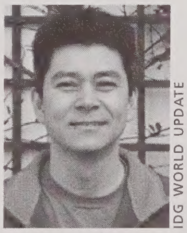
Computerworld Account Executive **Jason Bishop** has moved to *PC World*'s Eastern Ad Sales team to be account representative for New Business Development, focusing primarily on dot-com sales.



Bishop

Returning employees

Previously editor-at-large for *InfoWorld* before becoming news editor at *Information Week*, **Tom Young** is now editor-in-chief of *SunWorld*. He holds a B.S. and an M.S. in geology from the Universities of California/Santa Cruz and Davis, respectively.



Young

celebrating 10!

Name
Basilio Rodriguez Torremocha

Joined IDG Spain
1989 to manage subscriptions for *Commodore World*. Later I was promoted to manage subscriptions for *PC World España* and *Computerworld España*.

Current title
Since 1996 I have been responsible for the subscriptions for all IDG Spain publications.

Most memorable moment at work?
Being asked to be responsible for the entire subscription department.

What has kept you at IDG Spain for 10 years?
A good atmosphere and knowing my work is well regarded.

How do you think IDG could improve as a company?
Always try to give better service to our clients.

Best vacation you have ever taken?
Mallorca; it is a wonderful place.

What personal possession do you value the most?
My house.

What talent or skill do you wish you had?
More creativity.

If you could choose another career, what would it be?
Architect.

Where in the world would you like to visit?
Australia

*IDG Chairman **Pat McGovern** (right) accompanied **Basilio Rodriguez** to dinner last fall at the Hotel Ritz in Madrid in honor of Basilio's 10th anniversary with IDG Spain.*

What is your favorite food?
Spanish ham.

If you won a big lottery prize tomorrow, what would you do?
Travel

Family
My wife, Encarnación Sánchez

Interests
Playing and watching football (soccer), reading, spending time with friends, going to the cinema.

Manager's profile
"Basilio is a person who knows how to win respect from his superiors and those who rely on him. He is always interested in learning about new technologies to improve his job performance."
– Fernando Rodriguez de la Fuente, circulation manager

Correction

Last week's group photo of the Sekai customer relationship management team did not clearly identify two participants. They are: Marketing Specialist/Corporate Marketing **Julie Kinsman** (left) and IDC U.K. European Sales Operations Coordinator **Isa Korn**.

Coming up

IDC Directions 2000
March 6
San Jose, Calif.
Contact: IDC
Tel: 508-872-8200
www.idc.com/Events/

IDC Latin America Breakfast Briefing
Low-Cost PCs and the Future of the PC Market in Latin America
March 14
Biltmore Hotel
Coral Gables, Fla.
Tel: 305-267-2616
www.idc.com/idcla

IDC Directions 2000
March 16
Boston
Tel: 508-872-8200
www.idc.com/Events/

European Telecoms Forum 2000
March 20-21
Hotel Excelsior Lido
Venice, Italy
Contact: IDC Italia
Tel: +39-02-28457-1
www.idcresearch.it/forum/etf2000

iB2B
March 22-24
Boca Raton, Fla.
Contact: The Industry Standard
Tel: 415-733-5400
www.thestandard.com/ib2b

Singapore Linux Conference/ LinuxWorld 2000
March 23-25
Contact: May Loo
mayloo@idgexpo.com.sg
www.linuxworldexpo.com.sg

Reader survey

1. Do you prefer to read *IDG World Update Online* via

○ Lotus Notes

○ the Web

2. If you are primarily a Notes user, and *IDG World Update* was only available on the Web, would you continue to access it on the Web?

○ Yes ○ No

E-mail your responses and any comments to world_update@idg.com or fax this page to 617-423-0712. Thank you!

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4.000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-42[illegible]9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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WWW.IDGWORLDUPDATE.COM

ITworld.com provides comprehensive services for IT professionals

IT professionals can now seamlessly search for information and new IT services from across a wide array of IDG's resources. After five months of intensive preparation, IDG's ITworld.com went live on Feb. 15 at the Windows 2000 Expo at San Francisco's Moscone Center.

ITworld.com
reach and influence enterprise IT professionals

IDG WORLD UPDATE

Attending IT.world.com's breakfast briefing in San Francisco for preferred customers were (l-r): IDG Chairman ***Pat McGovern****, ITworld.com Vice President/Editorial Director* ***Mark Schlack,*** *ITworld.com President and CEO* ***Bill Reinstein****, and IDG President and CEO* ***Kelly Conlin****.*

Tagged "the IT problem-solving network," ITworld.com is both a destination site and a network. ITworld.com provides information on specific IT topics, as well as services that meet the needs of any IT professional who wants to:

- Read the latest IT news.
- Study IT vendors' white papers, product specifications and test results.
- Distribute RFP's to vendors.
- Subscribe to e-mail newsletters on specific technologies.
- Find independent research.
- Investigate training opportunities.
- Attract the best people in their field to their company.

"We're not trying to tell people what Web cam to buy," said **Bill Reinstein**, president and CEO of ITworld.com. "We aim to be the most comprehensive, trusted enterprise IT site. With our journalistic heritage, we, collectively with our partners, deliver a

continued on page 4

Windows 2000 Expo and Conference debuts

In a double debut, this month witnessed the release of Microsoft Corp.'s Windows 2000 operating system and IDG World Expo's attendant Windows 2000 Expo and Conference.

Bill Gates spoke, Carlos Santana sang, and nearly 20,000 attendees and more than 700 members of the press crowded into 100,000 sq. ft. to see the wares of more than 200 exhibitors at San Francisco's Moscone Center.

"There was more pre-registered press than at any other IDG show ever," said **Charlie Greco**, president and CEO of IDG World Expo, the show's organizer. "Floor space was completely sold out. We had to keep vendors' booth sizes down so we

continued on page 2

IDG WORLD UPDATE

Members of IDG World Expo's hard-working show staff take a break from the action. Pictured above (front row, l-r): ***Debbie Strauss****, marketing manager;* ***Amy Scott****, event operations manager;* ***Karen Whitman****, event operations director;* ***Natalie Vercauteren****, conference director. Back row, l-r:* ***Michael Pesaturo****, director of operations;* ***Kelly MacCaffrie****, marketing coordinator; and* ***Annette Rougeau****, executive assistant.*

IDG online auction raises $85,000 for Microsoft charity program

In conjunction with this month's Windows 2000 Expo, IDG continued its association with Equal Access, Microsoft Corp.'s charitable outreach program, by sponsoring IT For Equal Access, a two-week online auction offering IT firms a chance to bid on ad space in IDG publications and Web sites.

IDG started the bidding on full-page print ads in *Computerworld*, *Federal Computer Week*, *PC World* and other publications at $2,500. Banner ads on CIO.com,

continued on page2

Online auction

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Computerworld.com and InfoWorld.com, among others, started at $1,000, as did access to ITworld.com proprietary market data, and tickets to an *Industry Standard* rooftop networking party started at $300.

The bidding war raised $85,000 for Equal Access, according to **Catey DeBalko**, vice president of strategic marketing at IDG Communications. All proceeds from the auction will go to the Hispanic Scholarship Fund, which underwrites programs that provide access to technology to underprivileged groups in the Hispanic community.

At a similar auction held during Comdex Fall '99 IDG raised $60,000 for the United Negro College Fund (see "IDG publications support Microsoft charitable program," *IDG World Update*, Dec. 13, 1999).

All proceeds from Equal Access benefit concerts, held at major technology industry events, go to the selected charity. Open only to Windows 2000 Expo attendees, this year's concert was smoothly headlined by Grammy-Award-winning guitarist Carlos Santana, with comedian/actor Cheech Marin serving as emcee. Monies raised provide scholarships, technology and cash donations to non-profit organizations that advance technology in education for students in under-represented communities. In the last five years, more than $30 million has been given to such groups as the United Negro College Fund, the Hispanic Association of Colleges and Universities, and the Boys and Girls Clubs of America.

For more information contact Catey DeBalko at 415-676-3003 or catey_debalko@idg.com.

Windows 2000

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could represent more vendors."

Debbie Strauss, IDG World Expo marketing manager, said they used the Internet extensively for the show's marketing campaign. "The marketing strategy was heavily geared toward the Internet, including online advertising, e-mail broadcasts and a robust Web site to drive attendance," she said. "We also mailed over one million pieces of targeted direct mail and advertised in national and local IT publications and newspapers, such as the San Francisco *Chronicle*, to appropriately brand both the Windows 2000 Conference and Expo event and IDG."

IDG WORLD UPDATE

IDG Books used the expo to showcase the 18 titles in its Windows 2000 lineup. (L-R) ***Stephanie Rodriguez****, Technology Group publicist;* ***Laura Robinson****, event marketing coordinator;* ***Dummies Man****;* ***Kathryn Gonia****, product marketing manager;* ***Catherine Schmitz****, senior public relations manager;* ***Maha Hermes****, trade shows manager.*

Greco said the show started as a small conference World Expo was organizing for the Windows and NT Users Group (WANTUG), which, with 275,000 members, is the largest users' group in the world. "We were thinking we could get on Microsoft's radar screen," Greco said. Microsoft, which had a contract to do a Windows World show with a World Expo competitor, agreed to license the 'Windows 2000' name to World Expo's WANTUG conference.

"The release of Windows 2000 kept getting delayed until it made sense for Microsoft to launch it at the Windows 2000 show," Greco said. "'Thank God this show was here,' they said, 'because we're going to use it to launch Windows 2000.' From there the show took on a life of its own."

Windows 2000 grew to have not one but three keynote speakers. Michael Dell, chairman and CEO of Dell Computer Corp. provided the opening keynote; Michael Capellas, president and CEO of Compaq Computer Corp. spoke later that day, and Microsoft Chairman Bill Gates spoke on Thursday, the same day that the Windows 2000 operating system was officially released. To accommodate the large audiences the three speeches were held at the nearby Bill Graham Civic Auditorium, with shuttle buses running to and from the Moscone Center.

"This was the most compelling combination of IT industry speakers at a single event on this year's trade show calendar," Greco said. "This high-caliber trio of keynoters clearly establishes the Windows 2000 Conference and Expo as 'ground zero' for the world of Windows technology."

IDG Books used the expo to show the 18 titles in its Windows 2000 line. Among the titles were *Windows 2000 Professional For Dummies*, *Windows 2000 Professional Bible* and *Windows 2000 Secrets*.

Several of IDG Books' Windows 2000 authors were on hand throughout the three days to sign copies of their books at the IDG Books' booth near one of the entrances to the show floor.

The next Windows 2000 Expo will be held Sept. 6-8 at New York City's Jacob Javits Center. "We're negotiating for all the space we can get," Greco said.

For more information, contact Debbie Strauss at 508-424-4841 or debbie_strauss@idg.com. WU

Memorial funds established to honor memory of IDG Hong Kong's Melvyn Bennett, Ricky Liu

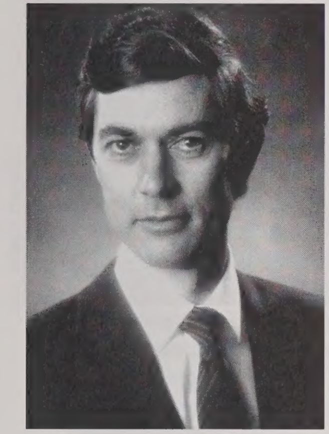
In lieu of flowers, donations in memory of IDG Hong Kong Co-Managing Director **Melvyn Bennett** may be made to his most cherished cause, the SPCA (Hong Kong). The Society for the Prevention of Cruelty to Animals (Hong Kong) has set up a trust fund in his memory. Checks should be made payable to The SPCA and sent to the Executive Director at No. 5 Wan Shing Street, Wanchai, Hong Kong, with a note specifying the contribution is for the fund in Melvyn Bennett's memory. The SPCA is able to receive checks in any currency so donations may be sent directly.

Regarding donations in memory of IDG Hong Kong Production Manager **Ricky Lui**, the IDG Hong Kong office will be collecting "Pak Kum," money presented to the family of the deceased, in accordance with Chinese tradition, to help defray the costs associated with the funeral. Checks should be made payable to "IDG Communications (HK) Ltd" with a note that this is for the fund of Ricky Lui.

Anyone outside of the Hong Kong region wishing to contribute to either of these funds, may send checks, made out to either the SPCA (for Melvyn) or IDG (Hong Kong) Ltd (for Ricky) to IDG VP Corporate Services **Marion Kibbee** at One Exeter Plaza, 15th Floor, Boston, Mass. 02116-2851, U.S.A.

executive Q and A

Kirk Campbell
IDC's president and CEO is this week's columnist.



IDC at-a-glance

Headquarters
Framingham, Mass.

Employees
More than 900 (510 in the U.S.)

Number of analysts
More than 600 worldwide

U.S. offices 8

International offices 42

Major upcoming events
Directions 2000
March 6
San Jose, Calif.

Directions 2000
March 15
Boston

Q How is IDC organized? Who's who at the top and how do the international offices interact?

A IDC is the only IT research company which is truly global, doing research at three levels: 1) country, 2) region and 3) worldwide. Most of our competitors only have the resources to do research at the U.S. and sometimes the worldwide level with perhaps one or two regions.

IDC has 42 country offices, each led by country managers and staffed by research, sales and support employees. IDC's four regional operations are North America (U.S. and Canada), Latin America, EMEA (Europe, Middle East and Africa) and Asia/Pacific (Japan and Asia/Pacific). Country managers report into the appropriate regional manager. **Roberto Masiero**, based in Milan, manages IDC EMEA; **Dennis Philbin**, based in Singapore, manages Japan and Asia/Pacific; and **Eric Prothero**, based in Miami, manages Latin America. IDC also has regional research analyst teams in each of these four regions that work closely with the country analysts and develop IDC's regional research.

IDC's U.S. and Worldwide research is conducted from IDC's large research centers in Framingham, Mass., and Mountain View, Calif., plus offices in New York and Austin, Texas. U.S.-based research analysts work with IDC's four regional research teams to develop unique worldwide research that rolls up and summarizes the analysis and insights from the hundreds of IDC's analysts in our regional and country offices.

IDC's major worldwide research product lines and their primary managers are Semiconductors, PCs, Servers, Peripherals and Storage (**Crawford DelPrete**), Networking and Communications (**Gigi Wang**), Internet research (**Frank Gens** and **Gigi Wang**), Services research (**Michael Melenovsky**), Financial and User research (**Alexa McCloughan**) and Primary and Innovation Research (**John Gantz**). We also have several senior managers who manage key worldwide functions to support the entire company: Sales (**Don Best**), Marketing and Operations (**Vicki Brown**), Finance (**Mark Sullivan**) and Human Resources (**Debbie Bernardi**). **Philippe de Marcillac** manages IDC's international business units (excluding EMEA) and oversees Japan, Asia/Pacific, Latin America and Canada. These individuals report to me.

Q How was IDC's financial performance in Q1?

A IDC recorded a strong start. Bookings are up 30% from last year, revenues are up 20% and profits jumped by 200% in the first quarter. December is IDC's biggest selling opportunity of the year since many companies run their businesses with a calendar year-end. Our worldwide sales team set a new monthly record with over $40 million sold! All IDC regions, as well as each of IDC's worldwide research product lines, are experiencing strong growth.

Q IDC now has a centrally managed European selling team. Is the group off to a good start?

A With the start of the new fiscal year, IDC launched a new sales strategy in Europe with two key selling groups. We now have a regional selling organization called "Global Selling Europe" (GSE) that sells to the top 50 U.S. and Japan-headquartered companies that require close global selling coordination with our sales teams in the U.S. and Asia. Our GSE sales professionals are located in London, Paris, Frankfurt, Amsterdam and Copenhagen and report to **Keith Henry**, based in London. Equally important is our country-based selling strategy, which is to maximize IDC's business with European-headquartered companies and the huge universe of IT companies below the top 50 global accounts. Each of our European country offices has a dedicated sales team, reporting into the country manager, that sells to these high growth accounts. This new sales strategy has allowed IDC EMEA to almost double its sales staff and increase their focus so that we can grow our business with our largest clients while also expanding our business with medium-sized accounts and signing up many new clients. The new strategy is off to a great start in the first quarter with IDC EMEA recording a record sales growth rate of 44%!

We actually already have a similar regional selling strategy in Asia/Pacific that has been highly successful. One sales team in Japan focuses on selling to the second largest IT market in the world. We also have an Asia/Pacific regional selling team, managed by **Nathan Hill** in Singapore, with employees in Singapore, Hong Kong, Beijing, Sydney, Seoul and Taipei. Our Asia/Pacific sales professionals closely coordinate with each other to maximize selling opportunities at the regional and country levels and cooperate with the U.S. sales team to expand global sales.

The largest opportunity for IDC Latin America is to sell regional research to U.S.-headquartered companies. We have a dedicated sales team based in Miami that closely coordinates with all IDC U.S. sales professionals. We also sell research within Latin America in each of our country offices with the largest sales opportunities located in Brazil and Mexico.

ITworld.com

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high level of integrity and trust – something many of our online competitors lack.

"IDG's mission from the beginning has been localized content on a global basis," he continued. "Our online strategy is the same. IDG has 260 various Web sites around the world, some small, some quite large. We know from our research that many readers are already using a number of our sites on a regular basis. What ITworld.com does in the professional IT space here in the U.S. is knit all our sites together in a way that maximizes efficiency for the user. Our users already trust each of the brands in the ITworld.com network. What they really want is a network architecture and technology tools that help them find what they need, when they want it. We like to think of that as 'organizing the itinerary' and 'reducing the travel time.'"

For example, Reinstein noted that of the 68% of the readers who go to the *Network World* Fusion site on a regular basis, 53% of them also go to InfoWorld.com and 42% to Computerworld.com.

"By building the network, we're keeping visitors in the *mall* longer," Reinstein said. "We've got great anchor stores, but they're all two miles apart from each other in different parts of the city. The ITworld.com network will increase overall user traffic for all network members by exposing more content to more users and providing an effective and efficient way to navigate."

"What ITworld.com does in the professional IT space here in the U.S. is knit all our sites together in a way that maximizes efficiency for the user. Our users already trust each of the brands in the ITworld.com network. What they really want is a network architecture and technology tools that help them find what they need, when they want it."

-- Bill Reinstein

The initial members of the ITworld.com network are *Computerworld*, *InfoWorld*, *Network World*, *CIO*, *JavaWorld*, *LinuxWorld*, *SunWorld* and ITworld.com itself. According to Reinstein, the network structure provides new opportunities for extended reader and advertiser services based on the collective strengths of each network partner. For instance, two multi-million dollar deals have already been signed within the ITcareers service providing new print and online revenues to all network partners.

ITworld.com is built of vertical communities – the eight online sites – combined with horizontal services, such as news, IT careers, a training center, vendor white papers and research, third-party analyst reports, and a Webcast center, among others, that are directly on the ITworld.com site.

According to ITworld.com Vice President of Business Development **John Carpenter**, ITworld.com has initially partnered with five companies to provide some of these services:

- New Mediary will provide the technology and backbone for the ITworld.com RFP center.

***Eugenie Brown**, ITworld.com Southwest district sales manager (center), explains how the network operates to interested attendees at the Windows 2000 Expo.*

- Bitpipe Communications offers an abstracts database for vendor white papers and analyst reports, IDC among them. Users can read the abstract and then link to the authoring organization's site.
- Experts-Exchange, a Web-based knowledge-sharing community, provides a cadre of experts in a technology question-and-answer forum.
- Training Net, a vertical-market training brokerage, will act as a "reseller" for various training companies' (including IDG's ExecuTrain) offerings.
- TekSell will provide auction services specific to enterprise IT.

"These are some of the key services the IT professional really requires – training, peer feedback and support, information exchange, and contracting IT services," Carpenter said, "and made for some critical problem-solving areas for us."

'Job Seekers Enter Here'

ITworld.com's careers section is handled by ITcareers.com, IDG's careers portal and a division of ITworld.com (see "ITcareers consolidates recruitment ad sales for CW, IW, NW, CIO," *IDG World Update*, Nov. 29, 1999).

Mark Williams, vice president and chief operating officer of ITcareers.com, said that as part of ITworld.com, ITcareers.com should become one of the first cyber-stops in any high-tech recruitment program.

"ITworld.com puts the job seekers in front of the employers," he said. "Having ITcareers on ITworld.com's navigation bar is like erecting a freeway sign that says 'Job Seekers Enter Here.'"

Navigating ITworld.com is simple. Each page within the network carries the same universal navigation

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Display Ad Coordinator (CW) The individual in this position will work closely with clients, agencies, and sales offices in booking ROP advertising, tracking and shipping ad materials, organizing insertion orders, inputting billing information, and maintaining records and reports. This person also acts as liaison with production and sales regarding layout positioning. Strong organizational skills, ability to handle multiple tasks under the pressures of a weekly deadline, customer service orientation, excellent phone manner, and computer skills required. The ability to work independently while contributing to a close-knit department is essential. 1-3 years' experience in ad coordination, advertising, print and production helpful. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Associate Recruiting Specialist (IDC) This position would be responsible for sourcing, phonescreening, coordinating interviews, and conducting reference checks on candidates. Top priorities for the individual in this role will be to coordinate the strategic placement of positions both on-line and in print advertisements. In addition, this individual will coordinate the operations with regards to advertising sources, in terms of maximizing usage and tracking payments. This individual will responsible for keeping information current on the careers section of IDC.com as well as the recruiting and the reward and retention sections of the Inside IDC People and Education site. As this individual develops a solid grasp of the sourcing and recruiting functions, there will be many growth opportunities to get involved in, such as: the design and management of the IDC's Reward programs, assisting with the coordination of IDC's Mentoring program, and getting involved in college recruiting/job fair initiatives. Ideal candidates will have solid knowledge of on-line recruiting sites and tools, demonstrated multi-tasking and organizational skills, prior experience screening candidates and checking references and an interest in working in a fast-paced growth environment. This role would report to the Recruiting Specialist. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Human Resources Manager (IDC) In this role, the candidate will act independently as HR Generalist handle recruiting, benefits, compensation, OD, as well as all of the ER issues which include performance plans and legal issues. The position will manage one regional direct report in the California office. The role will be one of the presenters of the IDG Orientation as well as manage the Sales Compensation and staffing. Candidate will have the ability to get involved with HR's technical projects and the recruiting database. Position requires at least 5-7 years of strong HR generalist background as well as prior management experience. Prior HR experience dealing with Sales and sales compensation as well as the ability to manage technical projects is a plus. Must be able to travel.
Location: Framingham MA
Contact: D. Bernardi, Fax: 508-935-4432, Phone: 508-935-4361, Email: idc_jobs@idc.com

Assoc. Analyst, IRS/CIA (IDC) Position will include high-level client interaction and support of a dedicated client base in both research delivery and business development. Individual must demonstrate a proven track record of working in a deadline-oriented environment. The ideal candidate will be a self-motivated individual with initiative and the ability to complete tasks with limited supervision. Proven technical skills including working with databases and advanced Excel capabilities are essential. An understanding of the International environment especially with regard to IT marketplace are highly desirable. *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Inquiry Analyst (IDC) The Inquiry Analyst's primary charter is to provide IDC customers with inquiry and research support. Additional responsibilities include: client/contact information management, inquiry usage tracking, and sales and service liaison for a distinct customer set.The analyst will become knowledgeable in IDC's market research products and services and draw from these resources in supporting the customer's information needs. Also will be responsible for remaining current on IT industry news and events. As the key interface for many customers, the ideal candidate should have: BA/BS; 2-4 years of professional/internship experience; demonstrated customer service skills; excellent oral and written communication skills; team player; ability to manage multiple tasks/projects simultaneously. Computer skills/knowledge of the IT industry are strongly preferred. *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Consulting Manager, Telecom Consulting Research (IDC) Two to three years experience in Telecom or related high tech industry; knowledge of network service provide segment structure including ISPs, long distance, and local telecommunications service providers. Must have project management skills and be able to coordinate teams of geographically dispersed analysts and clients. *Location: Framingham MA; New York NY*
Contact: M. Cornetta-Brown, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Research Analyst, Communications Software Research (IDC) IDC's Communications Software Research team is hiring a new member to provide analysis and forecasting of the network management market. This market primarily includes start-ups and established IT vendors like Lucent and Nortel. Responsibilities in this role will include: conducting primary and secondary research; writing research deliverables; building relationships with clients, prospects and vendors; responding to client inquiries; and contributing to future development of the program through activities in the areas of sales and research planning. This is a growth opportunity that will expose the candidate to the hottest aspects of networking, telecom and software research. Qualified candidates will possess strong writing and analysis skills, client relationship development skills, strong interest in IT trends and markets, BA/BS, and 2-3 years of industry/related experience. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Research Manager, Internet (IDC) The Research Manager of the Latin America Internet & Communications research program will direct the development of IDC Latin America's Internet & eCommerce research service. Coverage focuses on the various keys aspects of the development of eCommerce in Latin America. The analyst will be responsible for providing compelling research and advice on the focus topic, including timely news/event analysis. In-depth advisory bulletins, custom consulting projects, and more. The analyst will also contribute to research across the Latin America Internet research group and work with in-country analysts to develop regional expertise. Candidate must have strong writing, speaking, and analysis skills. The ideal candidate will have research/consulting background as well as professional experience in one of the above on-line areas. In addition to fluent English, strong Spanish or Portuguese language skills are also required. *Location: Miami FL*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Research Manager, Telecom Markets (IDC) Manage, research, and write reports/bulletins/flashes for Worldwide Telecom Markets CIS program. Should have experience and background in telecommunications with understanding of international telecommunications services and markets, as well as areas such as broadband access, IP services, satellite services, VPN services. Market focus is on the business marketplace, especially the telecommunications needs of multi-national corporation. Ability to write and research are critical. *Location: Framingham MA; New York NY*
Contact: M. Cornetta-Brown, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Senior Analyst, Telecom (IDC) Analyze, research, and write reports/bulletins/flashes for IP Telephony CIS program. Focus is on IP telephony services and live voice communications on the web including PC-to-PC and PC-to-phone voice calls, unified messaging, internet call waiting, voice chat, and audio ISPs. Should have familiarity with telecommunications as well as Internet business models such as advertising, Commerce, portals, web sites, etc. Research skills should include profiling services provider, analyzing market segment demand, and modeling/forecasting revenue streams. *Location: Framingham MA; New York NY*
Contact: M. Cornetta-Brown, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Senior Research Analyst, eBusiness Advisory (IDC) The Senior Analyst of the Latin America Internet & Communications research group will direct the development of IDC's eBusiness Advisory service for Latin America. The program will focus exclusively on enerating research related to the development of business-to-consumer eCommerce in Latin America. Included in the coverage will be eTail markets such as media (books, music, video, etc.) and financial services (lending, trading, insurance, etc.). The analyst will be responsible for providing compelling research and advice on the focus topic, including timely news/event analysis. in-depth advisory bulletins, custom consulting projects, and more. The analyst will also contribute to research across the Latin America Internet research group and work with in-country analysts to develop regional expertise. Candidate must have strong writing, speaking, and analysis skills. The ideal candidate will have research/consulting background as well as professional experience in one of the above on-line areas. In addition to fluent English, strong Spanish or Portuguese language skills are also required. *Location: Miami FL*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Product Manager, idc.com (IDC) Join a small but growing team of internet professionals in taking our public web sites to the next level. This position has overall responsibility for the design, navigation, features, look and feel, usability, measurement, and content production for idc.com. Also responsible for providing leveraged resources for our worldwide network of regional and country sites. Work with regional web masters to develop worldwide standards and resources. Directly manage a team of web publishers and graphic designer, and indirectly manage content contributors at the business unit level. Desired skills / experiences include: web design and publishing, project management, process and standards development and management, team management and evaluation of web-based software tools and technologies. Ideal candidate will also have demonstrated experience in implementing business objectives through web design and measuring program effectiveness is a plus. *Location: Framingham MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Graphic Designer, idc.com (IDC) In this position you will have primary responsibility for the look and feel of our worldwide Internet and Extranet sites. We need a hands-on designer who is creative, detail-oriented, and focused on the user experience. Skills required in the following areas: Graphic design / development software (Photoshop, Illustrator, Flash, etc.), Web graphic design and HTML design techniques and Web page design and layout strategies. *Location: Framingham MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Administrative Services Manager (IDG Central Svcs) Seeking someone to manage the Administrative Services Department. The major responsibilities of this position include managing reception services, mail services and administrative services personnel (seven people); procuring office and kitchen supplies; procuring all office equipment, including copiers and fax machines; and managing the Central Services Hotline (service requests). Ideal candidate will have supervisory experience, stellar communication skills and PC proficiency. *Location: San Francisco CA*
Contact: P. Murphy, Fax: 415-543-3984, Phone: 415-978-3365, Email: pat_murphy@pcworld.com

Ad Traffic Coordinator (IDG Comm) This individual will be primarily responsible for trafficking networks buys into the DoubleclickDART interface, monitoring performance for those campaigns, and working with sales and clients to optimize campaign performance. Seeking an extremely organized, detail-oriented person who works well with deadlines. Must have strong communication skills and possess a customer service attitude. Six months working in web advertising or interactive services is preferred. However, this is a great opportunity for the right college-graduate. Candidate should have an interest in technology. Business software skills (Microsoft Excel, Word, email, & internet), basic HTML is a plus. College degree is preferred. Dart experience is a plus. Position will manage and monitor the delivery for numerous, simultaneous ad campaigns. Responsible for loading campaigns in the ad server, and ensure they activate correctly and on time. Provide assistance/information to internal staff and publishers responding to technical questions and requests. *Location: San Francisco CA*
Contact: E. Wayman, Phone: 415-978-3377, Email: erin_wayman@idg.com

Sales Associate (IDG Comm) The Sales Associate will work closely with 2 Vice Presidents of Business Development, aiding them with all facets of sales support. Primary responsibilities include: coordinating sales meetings and events, arranging travel itineraries, preparing sales presentations, gathering support information, handling internal and external correspondence, and providing overall administrative support. Position also requires frequent interaction with all members of the company as well as with clients and business relations partners to assist them with questions, problems, or concerns. Candidates must be flexible, detail oriented, and possess strong organizational skills in order to manage multiple priorities. Strong computer skills (MS Word, Excel, PowerPoint and Lotus Notes) along with a strong customer service orientation required. Prior sales support experience within the publishing or media industry preferred. *Location: Framingham MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Associate Editor-Travel (IDG/B) Associate Editor is responsible for line editing travel guide manuscripts for organization, language, appeal, user-friendliness, and accuracy; formulating map plans and proofing maps; working with authors; and checking page proofs. Requirements include college degree, attention to detail, good time management skills, and a passion for travel. Associate editors must have 3-5 years of publishing experience, the ability of rewrite if needed, the ability to perform developmental work, plus knowledge of the travel industry. *Location: New York NY*
Contact: J. Meyers, Fax: 212-654-4731, Phone: 212-654-8504, Email: nyjobs@idgbooks.com

Tradeshow Manager (IDG/B) Role of this exciting position is to create, plan and execute a strategic tradeshow program that encompasses the company's marketing philosophies and corporate strategies as well as effectively integrates with promotions, product marketing, and sales efforts. The position has supervisory and budgetary responsibilities and requires a moderate amount of travel. Ideal candidate will be an effective communicator, creative, extremely organized and will have a high level of event marketing expertise. This individual must have the ability to manage and guide staff by prioritizing multiple tasks and must meet deadlines in a fast-paced environment. Position requires 6+ years of experience in tradeshow management. College degree in marketing or advertising related field preferred. *Location: Foster City CA*
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Sales Administrative Assistant (IDG/B) Sales Administrative Assistant will assist in the administrative tasks that accompany the daily and long term objectives of the Special Markets Sales Group. Associates Degree or 2 years experience in administrative assistant/customer service position. Experience working with Microsoft Office products (Word, Excel, PowerPoint, and Outlook). Knowledge of Lawson a plus. Must be organized, have ability to prioritize, and communicate effectively. *Location: Indianapolis IN*
Contact: M. Boese, Fax: 317-572-4001, Phone: 317-572-3359, Email: injobs@idgbooks.com

Editorial Assistant (IDG/CMC) IDG Conference Management Company is seeking a bright and motivated Editorial Assistant and to provide editorial and administrative support to our growing editorial staff (comprised of conference producers and newsletter editors). Responsibilities will include handling basic administrative duties for the editorial staff, such as general telephone inquiries, responding to incoming email, and faxes, interfacing with the industry's vendor community to screen and schedule editorial meetings. In addition, the person in this position will provide basic research and reporting support. This position requires initiative, motivation, superior follow through skills, a high degree of professionalism, as well as excellent organizational, and time management skills. Proven administrative experience (preferably 3 plus years experience), loads of energy, and a desire to work in the high technology industry. Experience with Word, Excel, Lotus Notes preferred. Position will report to the VP.
Location: San Mateo CA
Contact: T. Whitehair, Fax: 650-312-0547, Email: teri_whitehair@idgconferences.com

Senior Tax Accountant (IDG/CSG) Candidate will be responsible for assisting in the preparation of the consolidated federal and state income tax returns as well as sales tax and miscellaneous other tax returns. He/she will be involved with federal, state income, and state sales tax audits. Duties will include assisting in the year-end tax provision for the company's financial statement audit and ongoing tax planning and research projects. BA in accounting desired. *Location: Framingham MA*
Contact: J. Lynch, Fax: 508-935-4600, Phone: 508-935-4041, Email: julie_lynch@idg.com

Desktop Support Specialist (IDG/GMG) Responsible for the maintenance, installation and repair of all Information Systems related desktop hardware (desktop computers, printers, etc.) ; the installation, upgrade and maintenance of all desktop software (MS Office, First Class, Netscape Navigator, etc.); and the inventory tracking of all company owned hardware/software. Responsibilities also include entering all support calls, and inventory tracking into the I.S. database. Please e-mail or fax resume with salary requirements. *Location: San Francisco CA*
Contact: T. Nemiro, Fax: 415-267-1742, Phone: 415-978-3203, Email: tracy_nemiro@idg.com

Associate/Senior Editor (IFW) Due to internal promotions, InfoWorld's award-winning IT newsweekly has several exciting opportunities! We're seeking Associate level or Senior level Editors to plan, develop, and edit feature-length Test Center comparisons and technical analyses, as well as timely product reviews of enterprise hardware, software, and solutions. The editor will be responsible for meeting weekly deadlines, following beats, coaching in-house and freelance writers, and representing InfoWorld at industry events. The position requires 2-3 years (3 or more years for senior editor) of journalism experience, computer publishing preferred, as well as a proven track record as a team player and problem solver. Management experience is welcome. Top-notch writing and editing are a must; knowledge of corporate computing issues is a plus. *Location: San Mateo CA*
Contact: D. Sommer, Fax: 650-312-0570, Phone: 650-312-0591, Email: dan_sommer@infoworld.com

Technology Analyst (IFW) The InfoWorld Test Center seeks a Technology Analyst to join a team of analysts and editors to test and analyze products and technologies in the corporate platforms and infrastructure arena, which includes network and client operating systems, network security, WAN and LAN topologies, and network hardware and management software. The analyst will aggressively follow related beats, which will require a thorough understanding of technical issues and a variety of products in these categories. Strong technical, writing, and analytical skills are essential, along with the ability to meet weekly testing deadlines. The ideal candidate will have at least four years of hands-on experience in corporate networking products and technologies, plus strong technical skills in troubleshooting and product evaluation. Prior experience in the publishing industry or strong desire to pursue publishing career is preferred. *Location: San Mateo CA*
Contact: D. Sommer, Fax: 650-312-0570, Phone: 650-312-0591, Email: dan_sommer@infoworld.com

Billing Coordinator (IFW) InfoWorld is looking for a Contract & Billing Coordinator who will document, verify, and process billing for advertising customers. This is an intermediate level accounting position that requires 1-2 years accounting/bookkeeping and PC spreadsheet experience. Required skills: proficient in working with spreadsheets, experienced with computerized billing systems, detail oriented, have excellent organization skills, and the ability and flexibility to work closely with InfoWorld's Sales and Ad Coordination Departments and IDG's IMS Group and Corporate Credit Department. L*ocation: San Mateo CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

On-line Sales Manager, InfoWorld.com (IFW) On-line Sales Manager will increase InfoWorld on-line advertising revenue in accordance with established sales targets by building and nurturing strong long-term relationships with InfoWorld's key on-line advertisers and ad agencies. The ideal candidate must possess excellent interpersonal skills, organizational skills and the ability to influence others positively as well as work effectively within a Sales team. Requires 2-3 years on-line sales experience, and demonstrated ability to source/prospect new account opportunities. Bachelor's degree or equivalent experience.
Location: Framingham MA
Contact: B. Simkin, Fax: 650-312-0668, Phone: 650-312-0669, Email: resumes@infoworld.com

Sr. Editor (Mac Pub) MacPublishing seeks a copy editor for MacWEEK.com. This position is the primary liaison with outside contributors, handling assignments, content- and copy-editing, and performing administrative tasks, such as processing contributors' invoices. The position will write headlines and blurbs, research and write articles, post editorial material, and is the primary backup for the editor and fill in for other MacWEEK.com editorial staff as needed. Candidates should possess strong copy-editing, writing, and administrative skills and should also be familiar with Macintosh hardware and software. Must be comfortable working in a fast-paced daily news environment. *Location: San Francisco CA*
Contact: J.Snell, Email: jsnell@macworld.com

Newsletters cater to myriad professional development needs

More than 30 e-mail newsletters subscriptions are currently available from ITworld.com. Eighteen more will be added later this year.

- Careers in Java
- Careers in Linux/Open Source
- Careers in Unix/NT
- Certification (Novell, Cisco, and Microsoft)
- Certification News
- E-Commerce Development
- IDC's IT Forecaster
- Integrating Windows and Unix
- ITworld.com's Product Spotlight
- ITworld.com This Week
- Java in the Enterprise
- Java Performance
- Java Security
- Java Tutor
- JavaScript
- JavaWorld This Week
- JavaWorld's Product Spotlight
- Jini Advisor
- Linux Desktop Applications
- Linux Security
- Linux Tips and Tricks
- LinuxWorld This Week
- LinuxWorld's Product Spotlight
- Novell Netware
- NT/2000 Security
- Perl
- Solutions Integrator
- SunWorld This Week
- SunWorld's Product Spotlight
- The Jump Start to C++
- The Power of NT
- Unix Integration into NT
- Unix Security
- Unix Tips and Tricks
- Unix/Linux System Administration Tips

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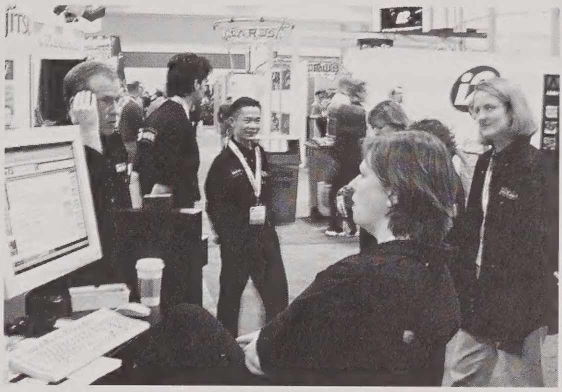


*ITworld.com Vice President of Marketing **Melissa Milligan** (second from right) works with the ITworld.com floor staff at the Windows 2000 Expo.*

IDG WORLD UPDATE

bar, allowing users to jump to any other part of the ITworld.com network. A *JavaWorld* reader can leap to *InfoWorld* to read about Java product test results from the InfoWorld Test Center, then investigate Java programming jobs and training, read analyst reports or subscribe to a Java e-mail newsletter.

The key component of ITworld.com is the AgentIT search box in the navigation bar, which operates by keyword, topic or related content. "It will search the entire ITworld.com network," Reinstein said, "not only by the type of content – say, Storage – but will categorize the results by content type such as news, opinion, analysis, how-to, etc. The cooperative effort on the part of all of the network partners to establish and adhere to a common tagging standard that makes this all happen is a milestone for IDG and will bear fruit for readers and advertisers."

> *"Many folks within IDG see so much C|Net and other dot-com advertising and feel that we need to be on city buses, too. The reality is that C|Net is on city buses because they need the critical mass of over 50 million consumers. We're trying to reach the 4.3 million IT professionals with more buying power by using somewhat more tactical marketing."*
>
> *--Bill Reinstein*

The ITworld.com target audience is the 4.3 million U.S. IT professionals and IT-involved professional users in companies of 100 employees or more who are involved in making $235 billion in IT buying decisions each year. This runs contrary to consumer technology sites, such as C|Net and ZDNet, that target the 50 million U.S. consumers of personal and small business technology, amounting to some $132 billion each year.

Reinstein said ITworld.com has been very carefully positioned. "Many folks within IDG see so much C|Net and other dot-com advertising and feel that we need to be on city buses, too. The reality is that C|Net is on city buses because they need the critical mass of over 50 million consumers. We're trying to reach the 4.3 million IT professionals with more buying power by using somewhat more tactical marketing. We will be in our partner publications, which will reach about 55% of our target audience, because *Computerworld*, *InfoWorld*, *Network World* and *CIO* are the best ways to reach them."

Melissa Milligan, ITworld.com vice president of marketing, said they also plan to run print ads in publications outside the IDG family, such as *BusinessWeek* and *Wired*. She noted there will also be a significant online ad campaign, as well as spot radio ads during morning drive time in the Boston and San Francisco metro markets.

"We do need to get over the noise level," she said, "and also get outside the IDG sphere in order to bring in new readership. We'll also be rolling out another ad campaign in late April geared to advertisers in publications such as *Ad Age* and *Marketing Computers*.

"IT professionals are under incredible pressure," Reinstein said. "In order to perform their jobs they need a wide range of information that is easily accessible and trusted. We believe that the ITworld.com network has the largest breadth of trusted content, with decades of publishing expertise. We're drawing on more than 2,000 IDG journalists and 400 research analysts – there is no other company online or in print that can match that strength."

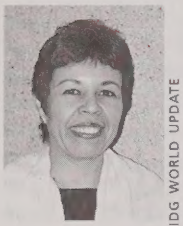
For more information, contact Bill Reinstein at bill_reinstein@itworld.com.

Address change for PC World East Africa

Please note the following changes to *PC World East Africa*'s contact information.

P.O. Box 76170
3rd Floor, YaYa Centre
Nairobi, Kenya
Phone:
+254-2-571589/91/94 or +254-2-719684/5

noteworthy people



Benavides

Shafae

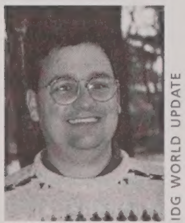
Rinaldi

HILLARY DEMELLO

Murphy

IDG WORLD UPDATE

Elzroth



DeMaioNewton

Promotions

IDC Associate Vice President **Steve Fontaine** is now vice president, Enterprise Consulting Sales. "Steve has had a very successful career at IDC in sales," said **Brad Thorpe**, group vice president, major accounts. "[He is] spearheading a focused initiative to develop consulting sales opportunities with the IS User community, eBusiness/ Internet executives, and financial/IT related areas where we have a growing CIS business as well. Under Steve's leadership, this group finished Q1 at 122% of plan."

Network World Marketing/ Operations Manager **Sharon Chin** has been promoted to senior media development and operations manager of Direct Response. "Sharon will continue to handle every phase of marketing in Direct Response, and she will continue to serve as our liaison to Ad/Ops and Imaging," said **Richard Black**, director of direct response advertising. "Sharon is an invaluable asset and the glue of our department."

Network World Account Manager **Enku Gubaie** has been promoted to special projects leader of Direct Response. "Enku has been a key player in Direct Response over the last couple of years," said **Richard Black**, director of direct response advertising. "She continues to show tremendous passion and dedication to her territory and has flourished in her role as our Card Deck champion."

ITcareers Account Manager **Laura Wilkinson** has been promoted to Midwest regional sales manager. "In the past three years, Laura has exhibited great selling technique and superior customer service to her clients," said **Janis Crowley**, vice president/general manager of ITcareers. "In addition, Laura's positive attitude and her professionalism have made her pleasure to work with."

New employees

Doris Benavides has joined the IDG News Service as a copy editor based in the Los Angeles area. She most recently worked as a reporter for Bridge News in Mexico City. Doris has a bachelor's degree in journalism from Carlos Septien Garcia Journalism School in Mexico City and also studied psychology at the National Autonomous University of Honduras. In her free time she enjoys taking long walks, reading and swimming.

Majie Shafae joins *InfoWorld* as an ad coordinator. She previously founded and operated her own printing/copying/typesetting firm for more than 12 years, ending with $600,000 in annual sales. She earned a B.S. in chemistry from Tehran University and enjoys cycling, movies and opera.

Gino Rinaldi joins IDG Games Media Group as single-copy sales manager. He was previously a sales manager with Time Distribution Services. A golfer, he holds a B.A. in speech communications from San Francisco State University.

Previously an account executive with KHJ Integrated Marketing, **Noreen Murphy** is now the PR specialist at IDC in Framingham, Mass. She has a B.A. in communications from the University of Rhode Island and an M.A. in integrated marketing from Emerson College in Boston. When she's not involved in home renovations, Noreen enjoys sports, cooking and having fun.

Tracy Elzroth also joins IDC's Framingham office as sales operation coordinator, Volume Sales. Previously an office temporary, she has also worked at Health Plan Services. She likes to play basketball, softball and darts.

Dan DeMaioNewton joins IDC as director, Interactive Products Architecture. He previously worked at the Massachusetts Department of Public Health's Early Intervention Program where he led large-scale business process redesigns. He holds a B.S. in psychology from Boston's Northeastern University and an M.A. in education from Harvard University's Graduate School of Education. In his spare time he practices yoga and meditation and the art of storytelling.

Also in Framingham, **Michael Barry** has signed on as associate research analyst/account manager for the IT Advisor group. He was recently a specialist in annuities as a new account rep for Allmerica Financial. Michael graduated from Worcester (Mass.) State College with a B.A. in English and a minor in business. Hiking and biking occupy his free time.

Coming from NEC Brasil, where he worked in the market research department, **Claudio Almeida** is now a telecom analyst for IDC Brazil. He has a B.S. in electronic engineering from Mackenzie University in São Paulo and enjoys swimming and riding one of his three horses in his free time.

A recent graduate of San Francisco's Heald College with a degree in business software applications, **Heather Taini** is IDG Global Communications' new office assistant.

The Industry Standard has hired **Ben Campbell** as a help desk technician. He was previously in technical support at his alma mater, Atlanta's Emory University, from which he holds a B.A. in psychology. Away from the help desk, he enjoys photography and fencing.

Executive Assistant to the CFO **Lynne Dory** comes to *The Industry Standard* from a similar role at PricewaterhouseCoopers. She earned a B.A. in philosophy from San Jose (Calif.) State University and enjoys dancing the Argentine tango. As president of the Calaveras County Friends of the Library, she led a team that raised $500,000 for a new library in San Andreas, Calif

Jodi Lynn Wall has been hired by *The Industry Standard* as a sales associate. A

continued next page

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

36
Patrick McGovern *IDG*

23
Diane Martin *IDG*

20
Kim Pennett *Computerworld*

18
Ricardo de A. Goncalves *IDG Brazil*
Francisco Zabala *IDG Spain*

17
Carl Marchi *Computerworld*

16
Diter Stein *IDG Brazil*

14
Merv Langby *IDC Australia*
Linda Gorgone *Computerworld*

12
Miklos Cocron *IDG Germany*
Gregg Pinsky *Computerworld*

11
Ursula Istavrinos *IDG Germany*
John Pickett *Laurentian Technomedia*

10
Kirsten Baek *IDG Denmark*
Thomas Wilms *IDG Germany*

9
Berit Ellegaard *IDG Denmark*
Reinhard Prasse *IDG Germany*
David Wren *IDG U.K.*
Lennart Hakansson *IDG Sweden*

8
Ousmane Keita *IDG Czech*
Elga Legranzini *IDG Italy*
Per Soderstrom *IDG Sweden*
Anders Lotsson *IDG Sweden*
Gloria Ciolek *Computerworld*

7
Eva Pechova *IDG Czech*
Christa Berger *IDG Germany*
Andrea Trigila *IDG Argentina*
Mike Mutrie *Computerworld*

6
Kim Marquart *IDG Denmark*
Glen Myles *IDG Australia*
Jens Stark *Computworld Switzerland*
Lisa Nilsson *IDG Sweden*
Walter Rivas *IDG Argentina*
Tom Lamoureux *Computerworld*

5
Martin Fatun *IDG Czech*
Kenji Muto *IDC Japan*
Katsuo Hori *IDC Japan*
Mayumi Matsuki *IDC Japan*
Damian Sicking *IDG Germany*

4
John Tan *Computerworld Singapore*
Ella Dear *IDC U.K.*
Zdenka Tomaidesova *IDG Czech*
Daniel Vojnik *IDG Czech*
Jennifer Wendt *IDG France*
Enrico Zambetta *IDG Italy*
Carlos Chenel *IDG Spain*
Thomas Cloer *IDG Germany*
Camilla Lindvall *IDG Sweden*
Pia Ylinen *IDG Sweden*
John Bosso *Computerworld*

3
Yusuke Honda *IDC Japan*
Nobuo Iehara *IDG Japan*
Marcelo Locci *IDC Brazil*
Doreen Kottler *IDG Germany*
Anja Muller *IDG Germany*
Sascha Alexander *IDG Germany*
Thorsten Eggeling *IDG Germany*
Cindy Luck *IDG Australia*
Alan Tang *IDC Hong Kong*
Manuela van Audenhove *Computerworld Switzerland*
Chris Hempel *FCW Government Technology Group*

2
Wayne Hetherington *IDC*
Ivan Novotny *IDG Czech*
Adriano Santos *IDG Brazil*
Joao Walter Lopes *IDG Brazil*
Cecilia Bianchini *IDG Argentina*
Hirokazu Ishii *IDC Japan*
Helle Frederiksen *IDG Denmark*
Anette Gamrath *IDG Denmark*
Erik Kolrengen *IDG Denmark*
Penelope Gagl *IDG Germany*
Sarah Osborne *IDG Global Solutions U.K.*
Logan Ringland *IDC Australia*
Selcuk Senol *Macworld Turkey*
A.J. Guenther *FCW Government Technology Group*
Sofia Thorsson *IDG Sweden*
Blayne Long *Computerworld*

1
Cara Tan *Computerworld Singapore*
Lorraine Lim *Computerworld Singapore*
Kirsten Baek *IDG Denmark*
Valter Pedrozo *IDG Brazil*
Irene Custer *IDC*
David Tapper *IDC*
Jane Kaimer *IDG Denmark*
Bodil Hojbjerg Madsen *IDG Denmark*
Charlotte Andersen *IDG Denmark*
Anna Carina Nielsen *IDG Denmark*
Susanne Franke *IDG Germany*
Angelika Steiger *IDG Germany*
Renee Becker *IDG Australia*
Caroline Brooks *IDG Global Solutions U.K.*
Pat McClung *FCW Government Technology Group*
Lisa McNair *FCW Government Technology Group*
Anja Edvardsson *IDG Sweden*
Anders Emertsson *IDG Sweden*
Anna Avensson *IDG Sweden*
Ann Harrison *Computerworld*
Russell Kay *Computerworld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

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recent graduate of California State University/Chico with a B.A. in journalism and a minor in public relations, she was also named 1999 Public Relations Student of the Year by the dean of the college of communications. In her free time she teaches children's dance and likes to hike.

Staff Writer **Jennifer Couzin** comes to *The Industry Standard* from *U.S. News and World Report* where she was a reporter. She earned a B.A. in history and science from Harvard University in Cambridge, Mass.

Joshua Burke, a research associate at IDG Research Services, was previously a reviewer at NewsEdge. He has a B.S/B.A. in marketing from Suffolk University in Boston, where he was a member of the winning team in the 1999 Div. 1 American Advertising Federation College World Series.

Returning employees

Christine Tenneson, IDC associate research analyst, Support Services Database Program, returns to the IDG fold from her position as analyst at Nypro; she previously worked in both the IDG Credit Department and *Computerworld*. She earned a B.S. in communications from Salem (Mass.) State College and is currently studying for an M.B.A. with a double concentration in information systems and finance from Clark University in Worcester, Mass. Away from her desk(s), she likes to run and hike.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG WORLD UPDATE

Burke

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Steve Harris** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Honorable mentions

Computer Freezes – 50 cents
Barry Offringa *IDG Books*

I-monade – 25 cents
Rob Springer *IDG Books*

5 cents to think different
Mitch Hayes *Computerworld*

Having whitewashed his "virtual lemonade" sign for lack of customers, Chucky pondered his next foray into e-commerce.
Marti Paul *IDG Books*

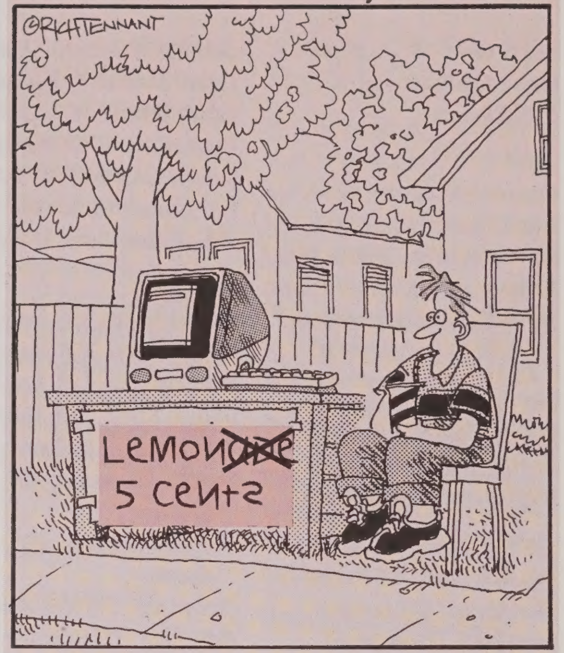
Virtual Lemonade — 5 cents
Kristin Baker *Network World*

URLs — 5 cents each
Ruth Viragh *ITcareers.com*

Chuck rests while his iMac runs the "my backyard" virtual auction.
Adrian Jones *IDG Global Solutions*

Check your e-mail — 5 cents
Debi Temple *IDG*

The 5th Wave By Rich Tennant



Steve Harris *IDC*

Billy knew he'd be able to afford that bike once his startup issued an IPO...
Dan Amrich *IDG Games Media Group*

e-Lemonade
10 oz download @1.5mbps
$7.50
Wayne Hetherington *IDC*

Rich Tennant's original caption:

Internet access — 50 cents a minute.

Weekly Webby

Site name: MP3.com
URL: mp3.com

MP3.com was nominated for a Webby Award in 1999 because it successfully carried a community of music artists, listeners and fans to the front lines of the digital music revolution. Though MP3.com does not own its namesake technology, it offers a vast range of downloadable music, live events, reviews, technical assistance, and assorted music site frills. Most importantly, however, it has developed a loyal backing by becoming the rallying point for advocates of web-based music distribution. Led by oft-quoted CEO Michael Robertson, MP3.com has repeatedly battled the offline music industry's titans — most recently over My.MP3.com. It is a new service that allows users to store .mp3 files in an online account that is accessible from anywhere and which automatically adds .mp3 versions of songs contained on CD's placed into the users local computer, provided .mp3 versions exist in MP3.com's extensive 40,000 album database. In January, the Recording Industry Association of America sued MP3.com for including its members' songs in its database without license or permission. Earlier this month MP3.com retaliated by counter-suing for defamation, trade libel, and unfair trade practices associated with the original suit. Whether you see MP3.com's actions as dream or nightmare, and regardless of who wins in the end, you must admit that they are and will likely remain an important and outspoken voice for online music.

The sites appearing in this space were nominated for The Webby Awards in 1999 They were judged by The International Academy of Digital Arts and Sciences and reviewed by Webby staff. Winners of The Webby Awards 2000 will be announced on May 11.

Correction

The Macworld Expo/San Francisco dates for next year that appeared in the Feb. 7 and Feb. 14 issues of *IDG World Update*, on page 3, were incorrect. Macworld Expo/San Francisco will be held Jan. 10-13 at the Moscone Convention Center.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4.000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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WWW.IDGWORLDUPDATE.COM

McGoverns donate $350 million for brain research at MIT

For more on this announcement, see Pat McGovern's Q&A on page 3.

Thirty-six years to the day after incorporating International Data Corp., IDG founder **Pat McGovern** and his wife, Lore Harp McGovern, presented the Massachusetts Institute of Technology with what is being called the largest cash donation ever made to a university for scientific research. The $350 million gift will be used to create and fund the McGovern Institute for Brain Research, a new facility that will explore human learning and communication via interdisciplinary research encompassing neuroscience, molecular neurobiology, bioengineering, cognitive sciences, computation and genetics.

IDG WORLD UPDATE

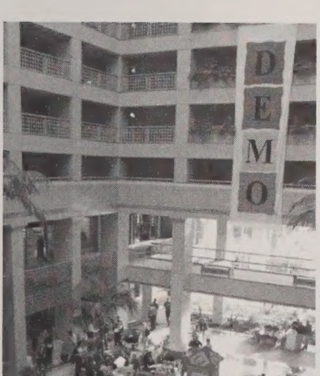
MIT President Charles Vest (left) and MIT Professor Phillip Sharp (right), who will head up the McGovern Institute for Brain Research at MIT, join IDG Chairman ***Pat McGovern*** *and his wife, Lore, for last week's announcement of the McGoverns' $350 million gift to the university.*

Calling it a "truly great day for science, for MIT and for the McGoverns," MIT President Charles Vest addressed a small crowd of university officials and members of the press gathered on the campus to witness the signing ceremony last week.

"Creation of the McGovern Institute for Brain Research will launch one of the most profound and important scientific ventures of the next century and what surely will be a cornerstone of MIT's scientific contributions in the decades ahead," said Vest. "We are deeply grateful to Pat and Lore for their visionary commitment to MIT and for their extraordinary leadership as philanthropists."

continued on page 4

Demo Conference celebrates 10 years of innovation



The 10th annual Demo attracted a record number of attendees eager to learn about the latest in personal technology products.

The Demo Conference celebrated its 10th anniversary in early February, attracting a record number of attendees who witnessed the launch of 82 new products and services, each screened and selected by the Demo team.

"Demo has earned the reputation in the industry as the most elite product launch venue," said **Chris Shipley**, executive producer of the conference, "and our focus on entrepreneurial companies has made the conference an excellent venue for business development." Shipley and Demo Associate Producer **Jim Forbes** personally screened more than 800 companies in order to select the 82 that participated in the conference. Products are selected from across the spectrum of the personal technology marketplace to represent the most promising developments and emerging trends for the coming year. "Probably the most notable product introduced at Demo to date is the PalmPilot, which debuted at Demo 96," Shipley noted, adding that Demo has also been the predictor of many now well-accepted technologies, including

Chris Shipley*, executive producer of the Demo Conference, addresses attendees during last month's Demo Conference.*

continued on page 5

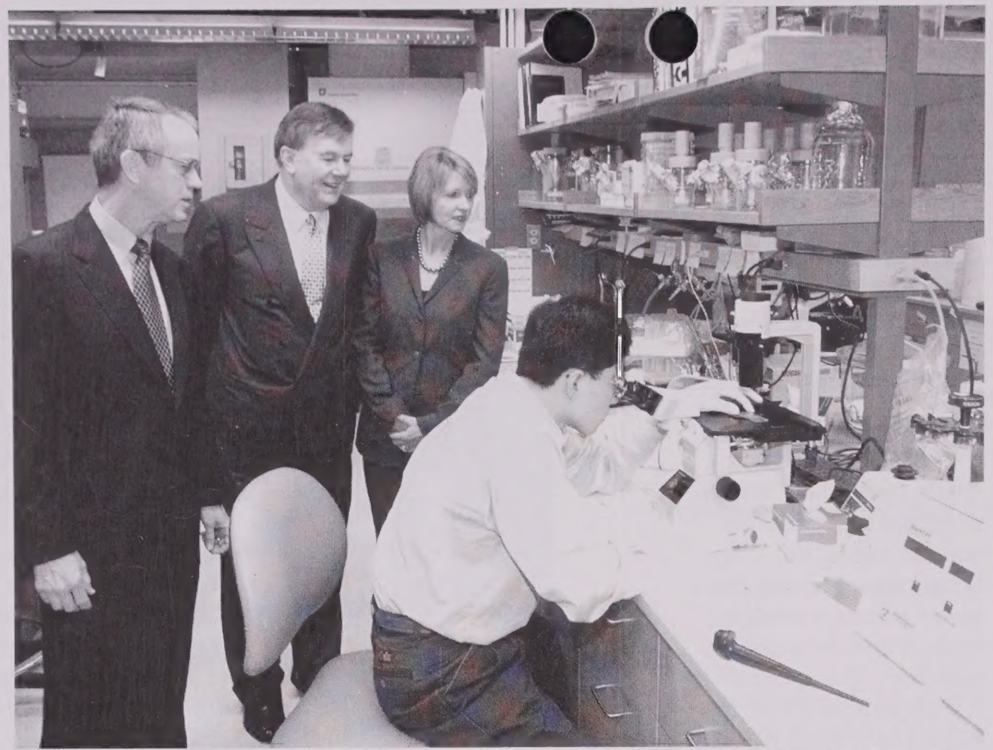
MIT donation

continued from page 1

The institute's founding director will be Professor Phillip Sharp, an internationally renowned molecular biologist who won the Nobel Prize in 1993 for his discovery of surplus DNA and gene-splicing. A member of the MIT faculty since 1970, Sharp will assemble a team of 16 "McGovern Investigators," including 10 new faculty members. The institute is slated to begin operation in the next few months. When fully staffed, it is expected to house some 300 researchers and support staff in a new 85,000 sq. ft. facility to be built on the MIT campus.

Although McGovern is a 1959 alumnus of MIT, his affiliation with the university was not a factor in its selection as the site for the institute, he said. Last week's announcement capped an intensive three-year selection process during which seven U.S. universities including Columbia, Stanford, the University of California at San Diego and the California Institute of Technology, were identified as possible recipients of the McGoverns' generosity. Each university was invited to submit a detailed proposal and the advisory committee, which included representatives from several of the finalists, conducted extensive site visits and interviews at each location. It was the conclusion of the advisory board that MIT represented the most advantageous collection of existing resources for the creation of the institute, McGovern said. "MIT was unique in its willingness to offer a collaborative cultural environment that we feel is essential to the interdisciplinary work that will be done at the institute," he added. "Naturally, I am delighted that MIT, on its merits, was selected."

IDG Chairman **Pat McGovern** speaks with a reporter from New England Cable News following the signing ceremony at MIT last week. The announcement was widely covered by print, radio and television reporters.



MIT President Charles Vest (left) escorts **Pat McGovern** and his wife Lore Harp McGovern on a tour of one of the university's research labs just prior to the announcement of the McGoverns' $350 million gift to the university that will be used to establish the McGovern Institute for Brain Research.

McGovern said that he and his wife decided to devote a major portion of their wealth to brain research because they believe neuroscience is poised to make major advances in understanding the human mind and brain. "Within the next 20 years as we move into the knowledge economy, we hope that the interdisciplinary research at the McGovern Institute will lead to improvements in receiving, analyzing, associating, storing, retrieving and communicating information. These scientific advances will result in enhancements to the standard of living and quality of life around the world," he said.

Echoing her husband's enthusiasm, Lore Harp McGovern recalled her own lifelong fascination with the brain and how it works. "As a child my parents took me to the Science Museum and I saw a brain preserved in formaldehyde. I remember asking them if it was possible to touch thought. Later, I wondered how a poet using that unattractive thing could formulate such beautiful words or how a composer could put notes to paper that would evoke such deep emotions when executed on a violin. To be able to play a small role in the drama of discovery in the field of neuroscience and to give scientists the venue to decipher the most intricate machination of the brain is incredibly stimulating and exciting to me. I am thankful that the common dream Pat and I share can be actualized."

continued on next page

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And while the gift is being hailed as the largest such donation to date, the McGoverns said they hope their record does not stand. "We hope that our gift will stimulate others to think in major philanthropic ways," Lore McGovern said. "We would be delighted if this donation were eclipsed by someone else's gift in the near future."

The event generated a flurry of interest among the national media. Highlights of the coverage included articles in *The Wall Street Journal*, *The San Francisco Chronicle*, *USA Today*, and *The New York Times*. In addition, the story aired on National Public Radio, CBS National Radio, MSNBC, CNN, The Today Show, Fox National News and ABC's Nightly News with Peter Jennings. WU

Demo

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application application service provider applications, Java-based technologies and applications and emerging e-commerce technologies.

In addition to the main product pavilion, this year's conference featured two special pavilions, one highlighting innovative new consumer-focused online commerce businesses and the other focused on digital imaging technologies.

"Being selected to introduce a product at Demo is an honor that enables these, primarily startup, companies to launch their products with the tacit endorsement of the Demo organization," Shipley noted. "Because Demo creates a level playing field, and because products are at the conference by invitation only, Demo eliminates the marketing hype found at other industry conferences and focuses on the core values of the products being introduced."

The conference drew a record 1,050 attendees, including many of the leading opinion makers, executives, investors, press and analysts in the technology industry. Former New York City mayor Ed Koch was at Demo 2000 to introduce his legal services Web site, TheLaw.com. Netscape founder Marc Andreessen gave attendees a first look at his newest venture, Loudcloud.com.

Last month's Demo conference witnessed the debut of 82 products. The invitation-only event eliminates the marketing hype common at most industry conferences, according to its Executive Producer **Chris Shipley.**

Demo, which is produced by the IDG Conference Management Company, drew an elite press corps that resulted in extensive coverage in outlets ranging from *InfoWorld* and other IDG publications to national newspapers including *USA Today* and *The Wall Street Journal*. *The San Francisco Chronicle* dubbed Demo "the Sundance of emerging technology conference," and CNN broadcast technology news live from the conference.

Sponsorship revenue topped 160% of goal, making this anniversary event the most profitable Demo conference ever.

"Demo 2000 was an outstanding success!" said IDG Chairman **Pat McGovern**. "It is clearly the leading event for premiering innovative technologies and the companies that have created them." WU

The IDG Conference Management Co. lineup

Events produced by IDG Conference Management Co. include Demo, DemoMobile, Vortex and Agenda.

Vortex: Vortex is an executive conference that explores the business issues arising from the convergence of the Internet, telephone and television networking industries. The highest aim of Vortex is to assist in forming the new community of those who will be leading this convergence. Vortex is an invitation-only conference for senior industry executives, securities analysts, government policy makers and press. Vortex is produced by **Bob Metcalfe**, vice president technology, IDG, and **John Gallant**, editorial director, Network World.

Vortex 2000 will be held May 23-26 at the Ritz-Carlton Laguna Nigel in California.

Agenda: Founded in 1987, Agenda is an annual conference at which senior technology industry executives gather with entrepreneurs, venture capitalists, investment analysts, government policy makers and press to discuss the industry's agenda for the following year. The invitation-only conference is capped at approximately 400 attendees. IDG Vice President Technology Bob Metcalfe serves as executive producer.

Agenda 2001 will be held Oct. 14-18 at the Phoenician Resort in Scottsdale, Ariz.

Demo: Demo is the premier launch venue for new high-tech products, technologies and companies. Now in its 10th year, Demo has established a reputation for identifying and presenting to an elite audience, the products most likely to have a significant impact on the marketplace and market trends in the coming year. Each product is carefully screened and selected by Demo's Executive Producer **Chris Shipley** and Associate Producer **Jim Forbes**, two of the top trend spotters in the personal technology product industry.

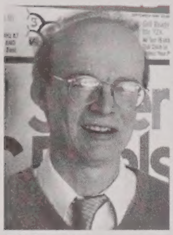
Demo 2001 will be held Feb. 4-6 at the Pointe Hilton Tapatio Cliffs, Phoenix.

DemoMobile: Modeled after Demo, DemoMobile focuses on the best of the new products and technologies designed to meet the needs of mobile professionals. DemoMobile brings together leading analysts, venture backers, executives, product developers, technologists and journalists for a look ahead to the products and technologies that will shape the rapidly expanding mobile computing marketplace.

DemoMobile 2000 will be held Sept. 6-9, at The Ritz-Carlton Huntington Hotel Pasadena, Calif.

For more information contact IDG Conference Management Co. at 800-633-4312.

noteworthy people


IDG WORLD UPDATE

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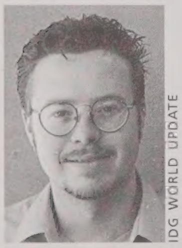
IDG WORLD UPDATE

Clark

New employees

Ramon (Bud) McLeod joins *PC World* as executive editor, replacing **Bill Snyder**, who was recently promoted to pcworld.com editor-in-chief. McLeod joins PC *World* from the Web site AlcheMe, Inc., where he worked as managing editor. From 1987-1999, McLeod served as the Sunday editor for the San Francisco *Chronicle* and won the newspaper's 1999 Innovation and Initiative Award for Professional Excellence. A graduate of Villanova University in Villanova, Pa., with a B.A. in history, McLeod will be in charge of *PC World*'s front-of-book Top of the News and New Products sections.

PC World has hired **Vanessa Grenfell** as Northwest region sales associate. She previously worked for Thomson Financial and e-commerce startup Namesake.com. She graduated from the University of Vermont with a B.S. in applied economics and small-business management and enjoys biking and hiking.

Previously the audio engineer at *Computerworld* on a contract basis while also a support technician at RomNet Support Services, **Aaron Read** has joined ITworld.com as associate producer for Web events. He has a B.A. in psychology from Boston University and enjoys radio broadcasting and engineering, Web design and sailing.

ITworld.com has hired **Jaime Lysik** as Web promotions manager. She was previously PR/advertising coordinator at Monster.com and holds a B.A. in communication and public relations from Westfield State College in Westfield, Mass.

Randy Mace is ITworld.com's general manager, virtual events. He comes from Moonman Productions, a corporate video and Web production firm. He earned a B.A. in radio, TV and film from Oklahoma State University and enjoys basketball, waterskiing and mountain climbing.

Shane Clark makes the move from temporary employee at *Macworld* to a permanent role as executive assistant to the editor-in-chief. In his free time he enjoys swimming, poetry, dancing and studying comparative religion.

Takayuki Kido joins IDC Japan as a server analyst in the Systems Solutions Group. He has previously worked as business development manager for Unisys Japan and server brand manager at Dell Computer. He holds a degree in mathematics from Tokyo Science University.

João Bustamante joins the staff of IDC Brazil as an Internet and networking analyst. He previously worked in the research department of NEC Brasil and earned a B.S. in electronic engineering from Mackenzie University in São Paulo. A bass guitar player in a band called Tramiti, he also enjoys running, swimming and surfing.

Bruno Rossi joins IDC Brazil as a trainee in the PC, Monitors and PC Servers group. Previously a marketing coordinator at BBA Bank, he earned a B.A. in business administration from PUC São Paulo. When not playing guitar in his band, he can be found playing chess on the Internet.

Web Administrator **Nan Sladin** joins IDG Global Communications in San Mateo, Calif., from an internship at Eidos Interactive. She graduated with highest honors from San Francisco's Heald College with an associate's degree in applied science and computer business administration.

Reporting and Analyst Coordinator **Josh Pike** comes to IDG Communications' San Francisco office from Farley and Sons Landscaping. He earned a B.S. in psychology from St. Lawrence University in Canton, N.Y., and enjoys skiing and snowboarding.

Regional Manager **Vickie Miyaoka** comes to *InfoWorld* from Miller-Freeman's Computer Publishing Group where she held a similar title. She enjoys kick-boxing aerobics, reading, and recently raised a guide-dog puppy with her husband.

Previously a system administrator with Netscape Communications, **Annmarie Maggi** is now an *InfoWorld* sales associate. She earned a B.A. in marketing from San Jose (Calif.) State University and likes to travel.

Previously a document control manager at BQA,

Geneva Sapp is now a reporter covering *InfoWorld*'s e-commerce beat. She studied English literature at UCLA, has taken classes in C++ programming and enjoys science fiction films and books. One of her screenplays recently drew interest from a film director.

Sales Associate **Lisa Ott** comes to *InfoWorld* from Oracle Corp. where she was an account manager. She was also named No. 1 national sales rep during her tenure at HJW, a satellite-imaging and aerial photography firm. She earned a B.S. in geography and environmental sciences from Southwest Texas State University and enjoys jogging and swing dancing.

InfoWorld has hired **Brent Boswell** as a sales associate. He was previously part of the mutual funds sales team with First Union National Bank. He earned a B.S. in finance from Winthrop University and likes to camp, golf and travel.

A recent graduate of the University of South Alabama with a B.S. in computer science, **Steven McCall** joins IDG Conference Management as a Webmaster in charge of the design, development and maintenance of the division's conference Web sites.

Michael Malewicz is *The Industry Standard*'s assistant treasurer, coming from Qualcomm, Inc. where he worked as senior financial analyst. He holds a B.S. in

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Sales Associate (CW) The Sales Associate position is responsible for providing sales and administrative support for the Account Director in a given territory. The Sales Associate handles a variety of publishing functions from media kit fulfillment to customer service. This position requires excellent communication and organizational skills and the ability to handle a busy working environment and multiple tasks. Attention to detail and follow-up are critical. Teamwork and can-do attitude is a necessity. Knowledge of technology, and/or publishing, advertising agency experience, is a plus. A minimum of 1-5 years of office experience and a bachelor's degree or equivalent work experience are also required. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Director of Interactive Sales (GWAN) IDG Global Web Ad Network is looking for a Director of Interactive Sales to join the IDG GWAN sales team. Responsibilities include full range of outside sales and account management duties. Position requires: servicing and expanding existing business, development of special opportunities, and coordinating group sales efforts with IDG sales representatives across multiple business units. Candidates should have a minimum of 2-3 years outside sales experience and at least 1 year of on-line sales experience. The ideal candidate will have strong presentation, negotiation, and outside sales skills along with strong sales administration, organizational and writing skills. Candidates should be able to work well both independently and as a member of the sales team. On-line ad sales experience necessary; familiarity with the high tech and global markets highly desired. *Location: NY or CT*
Contact: S. Wu, Fax: 415-267-1742, Phone: 415-978-3272, Email: su-tsen_wu@idg.com

Interactive Sales Associate (GWAN) IDG Global Web Ad Network seeks an Interactive Sales Associates to join the IDG G-WAN interactive sales team. This position works closely with ad sales representatives to build and maintain strong client relationships and reports to the IDG G-WAN Interactive Sales & Services Manager. The Interactive Services Associate coordinates internal 'pre-sale' activity with G-WAN sales team and IDG site representatives to develop, construct and deliver comprehensive online advertising proposals for prospective clients. Interactive Sales Associate is also responsible for overseeing all "post-sale" campaign activity, including campaign tracking and reporting, to ensure the timely posting and successful delivery of all campaigns. This is an excellent position for learning all aspects of internet advertising. Ideal candidates will have strong administrative, computer and phone skills along with, preferably, 2-3 years business experience. Candidates should be able to work well both independently and as a member of the IDG G-WAN team. Responsibilities include: Proposal Development w/Sales Counterparts; Campaign Implementation; Campaign Tracking, Reporting - w/assistance of IDG.net GWAN Trafficking and Ad Serving Department); Campaign Reporting Campaign Analysis; General Client Service. *Location: San Francisco CA*
Contact: S. Wu, Fax: 415-267-1742, Phone: 415-978-3272, Email: su-tsen_wu@idg.com

Interactive Sales Manager (GWAN) GWAN is seeking a sharp, dynamic Interactive Sales Manager to oversee the sales support functions of its Global Web Ad Network. This individual will lead the team of account executives who support the GWAN ad sales team; work with IDG's local on-line publishers to develop ad rates and bundle programs and policies; manage and maintain GWAN's relationship with local and international IDG site representatives; manage client service aspects of the IDG/CNN Volume Advertising Bundle program; and manage the creation and distribution of sales support materials. This manager will work closely with the Director of Ad Production to address campaign-specific ad trafficking, serving, and reporting issues and will report to the GWAN VP Interactive Sales. Qualified candidates will have a four-year degree; excellent consensus-building skills; analytical, writing and general management skills; strong attention to detail; the ability to thrive in the lean, entrepreneurial environment typical of an on-line publishing operation; on-line media expertise; and the standard of excellence required to lead a key Web effort for a multi-billion dollar company.
Location: San Francisco CA
Contact: S. Wu, Fax: 415-267-1742, Phone: 415-978-3272, Email: su-tsen_wu@idg.com

Administrative Assistant (IDC) The Latin America research team is looking for an Administrative Assistant to manage critical group support functions in our Mountain View office. The functions include publications support, client list / distribution management, speaking engagement coordination, light marketing support, internal group coordination (supporting directly staff of 6), client communications support and general office support. Candidate must have strong Microsoft Office skills, work comfortably in a rapidly changing environment and thoroughly enjoy interpersonal work. The ideal candidate will have strong experience providing group support and be self-directed to identify opportunities for improvement and implement creative solutions. *Location: Mountain View CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Director, Partnership Development & Content Licensing (IDC) IDC is seeking a Director, Partnership Development & Content Licensing. The Partner Development area has overall responsibility for proactively finding and evaluating potential partners, negotiating strategic arrangements with those partners, and managing partner relationships to enhance IDC brand /awareness of IDC, increase traffic to IDC web site, generate incremental web site and CIS revenue and to generate leads (by region, by market, by target job function, etc.) The position requires excellent written and verbal communication skills including organizing and presenting information, selling the benefits of IDC and IDC content, and effective listening, as well as the ability to identify and manage milestones, find creative solutions to problems, and developing and executing contingency plans. The ideal candidate will have strong negotiation skills, including an aptitude for legal documents and agreements, an understanding of brand concepts, strong organizational skills, including the ability to juggle multiple priorities at once and the ability to think about strategic and long-term implications while simultaneously being very detail-oriented. *Location: Framingham MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Business Analyst (IDC) Working closely with international controllers, this individual will consolidate monthly worldwide operating results, as well as track, measure, and report domestic and worldwide sales activity. Specific responsibilities involve publishing monthly executive binders for our CEO and CFO, monitoring domestic product-line profitability, assisting in annual budgeting and planning process, and calculating domestic sales commissions. Candidates must have an MBA or be current candidates and have 4-6 years of experience in Financial Analysis. Strong spreadsheet design skills and expertise in creating macros, templates and reports are essential as is prior supervisory experience. Relevant international exposure and experience with a multinational firm preferred. The Business Analyst reports into the CFO. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Human Resources Coordinator (IDC) The IDC Human Resources department is looking for a HR Coordinator to provides general administrative and phone support to the VP of HR & Education as well as the entire HR department. The candidate will be responsible for managing various HR programs(Matching Gifts, Employee referral Bonus, Health Club), handling the resume process with a Notes Resume tracking system, organizing company events, manage the IDC Reward & Recognition programs and associate brochures, manage and create an Events/Charity committee as well as the creative creation and distribution of all HR materials. To qualify you must have strong verbal and written communication skills, proficient PC skills, the ability to handle confidential information professionally, as well as the ability to organize and work on several projects at once. *Location: Framingham MA*
Contact: D. Bernardi, Fax: 508-935-4432, Phone: 508-935-4361, Email: idc_jobs@idc.com

Associate Analyst, Internet Portal Brands & Telecom Billing Services (IDC) This Associate Analyst position will support the Internet Portal Brands and Telecom Billing Services programs. Candidates must have good writing skills, excellent customer relations skills, and be able to work in a demanding and fast-paced but friendly environment. These programs are growing rapidly and require a dynamic individual to work with a growing subscriber base and deliver research in new areas. Internet or billing/customer care industry experience, knowledge of advertising industry and/or knowledge of market research practices preferred. Candidate must also have a working knowledge of MS Word and Excel. Bachelor degree required, Masters preferred but not a prerequisite. Teamwork mentality, sense of humor and `can do' team attitude required! *Location: Austin TX*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Program Manager, Business Network Services (IDC) The Business Network Services Program is looking for a Program Manager to conduct research and write reports on Telecommunications Service Providers and related areas including local and long distance, ISDN, DSL & other Data Networking sectors. Additional responsibilities include analyzing the strategies of major service providers in these sectors, including the production of market size and forecasts as well as providing inquiry service and general sales support to BNS clients. Some knowledge and experience analyzing the Telecom and Internet Service Providers is essential. Strong writing skills and knowledge of database management software such as Microsoft Excel is required. BA in Liberal Arts or Engineering required. MA/MBA preferred. *Location: New York NY*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Senior Analyst, Solutions Integration Strategies (IDC) IDC's Solution Integration Strategies program examines how IT Solutions providers in the Customer Relationship Management, Enterprise Relationship Management and Supply Chain Management markets, among others, are positioning themselves to compete in the new world of "solution-related" IT service provision. The successful candidate will assist in identifying, and profiling, best-of-breed solutions firms, determine market sizing, outline trends and emerging developments and create compelling research deliverables which assist clients in understanding the key factors for successfully competing in the market. The candidate will assume a high-profile position, which demands excellent writing and quantitative skills, impressive verbal communication and presentation capabilities, and highly motivated attitude. The position requires frequent contact with leading IT firms, senior industry executives, the press and industry contacts. An MBA graduate in finance or marketing is essential. Periodic travel is involved. Industry experience is a plus, but not essential. *Location: Framingham MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Sr. Research Analyst, Corporate Computing Vertical Views (IDC) The Corporate Computing Vertical Views group is looking for a senior analyst to join its growing vertical market programs. We are looking for a person who is self-directed and can excel in a team atmosphere. The person selected will have excellent writing skills complimented by good analytic capabilities. IT industry knowledge a plus, but knowledge of IT issues in other parts of the economy is also desirable. Three years of experience required or substitute a Master Degree. Must have a B.S., BA or equivalent degree. *Location: Framingham MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Benefits Administrator (IDG) IDG Benefit department is looking for a Benefits Administrator. The individual in this position will be responsible for handling the administration of IDG's health and welfare benefits which include the IDG Health Plan, Health Maintenance Organizations, COBRA and Flexible Spending Accounts. The Benefits Administrator will also be responsible to coordinate open enrollments, monthly billing, research benefit questions, COBRA communications, and other projects as assigned. 2- 3 years of benefits administration experience is required. Though this is not required we would ideally like this position to support our west coast clients and work the hours of 11:30 a.m. - 8:00 p.m. *Location: Framingham MA*
Contact: E. Cormier, Fax: 508-935-4600, Phone: 508-935-4605, Email: ecjobs@idg.com

Telecommunications Specialist (IDG Central Svcs) IDG Central Services is seeking a Telecommunications Specialist who would be responsible for executing all moves, adds and changes for the telephone, voicemail and call accounting system for a staff of 350. This individual would also be responsible for coordinating the purchase of cellular phones and auxiliary equipment, maintaining telecom databases, and doing basic system troubleshooting. The ideal candidate will have a minimum of one to two years of basic telecom experience, be attentive to detail, be PC literate and possess excellent customer service and communication skills. Ability to multi-task and manage multiple priorities is a necessity. *Location: San Francisco CA*
Contact: P. Murphy, Fax: 415-543-3984, Phone: 415-978-3365, Email: pat_murphy@pcworld.com

Office Assistant (IDG GC) The Office Assistant is responsible for providing clerical and administrative support to the IDG Global Communications staff and will report to the Operations Manager. Responsibilities include assisting with general office duties; mail distribution, answering phones, filing and faxing. In addition, assisting with purchasing and tracking office supplies. The candidate should have excellent interpersonal skills, be incredibly resourceful, highly organized, detail oriented, have strong PC skills and a working knowledge of MS Word, Excel and email. *Location: San Mateo CA*
Contact: D. Garza, Fax: 650-524-5730, Phone: 650-524-5701, Email: diana_garza@idg.com

European Correspondent (IDG News) IDG's daily, international news service seeks an experienced, high-energy journalist to cover the German and European computer and communications markets from our Munich news bureau. Wide ranging responsibilities include covering trade shows, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents around the world to develop in-depth stories with uniquely European and global perspectives. German fluency and frequent travel will be required, and command of other European languages is a big plus. The ideal candidate has a broad understanding of the European IT industry, as well as an impeccable command of AP-style news writing and editing, yet the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from handheld computers to mainframe systems and from wireless LANs to global communications networks. Strong computer skills and experience using a notebook PC in a remote-computing environment is a plus. *Location: Munich Germany*
Contact: E. Heichler, Fax: 617-423-0240, Phone: 617-303-7841, Email: elizabeth_heichler@idg.com

Development Editor (IDG/B) The Development Editor will be responsible for the work on Betty Crocker cookbooks. The job also entails acquisitions for branded cookbook series. Candidate must have a minimum of three years' expertise in the food/cooking field and a minimum of two years' experience in cookbook publishing. Candidate needs to have strong communication, writing, and negotiation skills. Can-do attitude, ability to juggle multiple projects, and meet deadlines are essential. *Location: New York NY*
Contact: J. Meyers, Fax: 212-654-4731, Phone: 212-654-8504, Email: nyjobs@idgbooks.com

Director/VP On-line Content, Frommer's (IDG/B) The Director/VP of Content, Frommer's will develop and implement a strategic plan for growing IDG Books on-line travel business into top on-line travel destinations. This includes developing Arthur Frommer's Budget Travel, Frommer's and other topical travel sites (Disney, Honeymoon, etc) into top-tier on-line travel sites. Five+ years experience in travel industry (content/information focused), travel publishing or on-line travel; 1-2 years experience in an on-line industry, preferably travel; 3-5 years management experience; minimum of 1 year experience in branded product and brand management; budget creation and management and experience in third party partnerships necessary. *Location: New York NY*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Senior Acquisitions Editor (IDG/B) The Senior Acquisitions Editor will be responsible for acquiring titles in the self-help and other lifestyles categories. Candidate must have a minimum of 5 years experience acquiring, with the ability to demonstrate extensive agent/author contacts and knowledge of all areas of publishing. The successful individual will possess strong communication skills, the ability to juggle multiple projects, and will handle deadline pressure. *Location: New York NY*
Contact: J. Meyers, Fax: 212-654-4731, Phone: 212-654-8504, Email: nyjobs@idgbooks.com

Production Marketing Manager (IDG/B) IDG Books has several outstanding opportunities for Product Marketing Managers in our Marketing Department in the areas of travel, consumer reference and technology books. The primary responsibility of this exciting position is to develop, execute and communicate strategic marketing plans for all calendar and product driven promotions including all new product launches, retail holidays and IDG Books created events. The specific duties of the position will include interfacing with sales and channel marketing managers to integrate promotions as well as interfacing with the promotions department on the execution of marketing materials. Development plans will include selling tools, reseller offers, merchandising, consumer offers and advertising. Our ideal candidate will be a creative project manager with strong experience in developing strategic marketing plans geared toward resellers and end-users. This individual must have excellent communication skills, a strong writing and editing ability and must be able to prioritize multiple tasks and meet deadlines in a fast-paced environment. The position requires a minimum of 3 years of experience in marketing, advertising, creative services or sales. College degree in marketing, advertising or related field preferred. Some travel required. *Location: Foster City CA; Indianapolis IN; New York NY*
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Production Manager (IDG/B) The Production Manager oversees and manages the daily operations of the production group to ensure that all titles and projects that are scheduled are worked on in a timely and cost effective manner. The Production Manager must anticipate all problems and work to solve in a proactive manner with acquisitions, editorial, manufacturing, marketing and the multimedia departments. Bachelors degree in business, computer science, English, journalism or related field. At least three years management experience necessary in the publishing industry or related industry. Must have excellent communication skills and be proficient and able to teach Mac OS Systems (advanced knowledge of QuarkXpress, Photoship, Illustrator, Acrobat, FileMaker, Excel and Word). Must have excellent organizational and planning skills and must be very detail oriented. *Location: Foster City CA*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Account Support Supervisor (IDG/B) The primary responsibility of the Account Support Supervisor is to provide management supervision of Account Coordinator staff responsible for supporting the Sales organization. Specific duties of the position will include development of department/company procedures, staff development, vendor contract administration and interfacing with the operations, marketing, order services and customer financial services functions of the company. Our ideal candidate will have 2 years of customer service experience and one year of supervisory experience. This individual must possess excellent written and verbal communication skills and have an ability to interact with a variety of different people. The ability to multi-task in a fast-paced working environment is essential. Bachelor's degree preferred. Some travel required. *Location: Indianapolis IN*
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Application Analyst (IDG/CSG) This is the ideal job for an accountant or business analyst looking for a career change. If you are interested in learning technology and want to apply your financial experience to an exciting IS career, this is the perfect position for you! Implement new technologies to update and enhance our systems. Use multi-dimensional and relational databases to solve business issues. Have a great time at your job! Ideal candidate will have a strong business and accounting background (2 years +), a degree in business or accounting, excellent interpersonal skills, a positive attitude, and a love for technology. *Location: Framingham MA*
Contact: E. Cormier, Fax: 508-935-4600, Phone: 508-935-4605, Email: ecjobs@idg.com

On-line Sales Associate (IFW) InfoWorld is seeking a Sales Associate to provide support for their On-line Sales East team. As a vital team member in a fast-paced environment, the On-line Sales Associate will post and monitor on-line ad campaigns through DART, track on-line advertising activity on competitive Web sites, prepare sales reports, update and coordinate sales sheets, media kits and presentations. This position is the ultimate information source for on-line sales, and requires great organizational, time management and oral/written communications skills. Genuine enthusiasm for on-line publishing and passion for learning are "musts". Candidates will be PC proficient with MS Word, Excel, PowerPoint and Lotus Notes. Undergraduate degree or equivalent experience in sales, public relations or marketing, desired. *Location: San Mateo CA*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

Associate Editor (IFW) InfoWorld, an award-winning IT newsweekly, seeks an Associate Editor to plan, develop, and edit feature-length product comparisons, how-to articles, and technical analyses, as well as timely product reviews of enterprise hardware, software, and solutions. The editor will be expected to meet weekly deadlines, juggle multiple tasks simultaneously, follow technical beats, and work in a team-oriented environment. Top-notch writing and editing are a must, as is an interest in corporate computing issues.Some coaching of in-house and freelance writers is required and occasional travel to industry events as an InfoWorld representative is expected. The position requires 2-3 years of journalism experience, computer publishing preferred, as well as a proven track record as a team player and problem solver. *Location: San Mateo CA*
Contact: L. Piquet, Fax: 650-312-0505, Phone: 650-525-3417, Email: lori_piquet@infoworld.com

Director of Information Systems (IFW) InfoWorld Publishing Company has an immediate opening for Director of Information Systems. The Director of IS will develop & implement our IS strategy and be responsible for overall management of the IS Dept & outside consultants. This position will work closely with Senior management to identify and develop business-enhancing technologies and applications. Our current computing environment consists of client/server network with Novell & NT, WAN connectivity & remote access, PC desktops with Windows95 & Notes 4.x. (with MAC usage in production), Notes/Domino mission-critical applications, Quark publishing system with digital ads & SGI/Unix & Netscape for electronic publishing. This position requires 7-10 years technical experience on many computer platforms. Must have strong interpersonal, negotiation, time management, team building, and customer service skills. Experience managing IS dept required. Experience in publishing industry desired. *Location: San Mateo CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Ad Coordinator (ITCareers) IDG/IT Careers has an immediate opening for an Ad Coordinator to handle recruitment advertising duties for three individual IDG publications (InfoWorld, ComputerWorld, NetworkWorld). You will interface with clients, agencies, printers, in-house production, sales and finance depts. Specific duties: Gather, enter and track data pertinent to the booking of IT Careers recruitment advertising; heavy phone contact with and in support of clients, agencies and sales offices; maintain accurate sales records and reports for management; traffic all advertising data. Typeset and proof ads as needed. Requires strong organizational skills, a customer service attitude and excellent phone manner. Must be detail oriented, multi-tasking and able to perform well under deadline pressures. 1 - 3 years experience in advertising coordination and print production preferred. Will consider enthusiastic trainee! Advanced computer (PC and Mac) skills required, experience with Lotus Notes database a plus. *Location: San Mateo CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Lab Administrator (Mac Pub) Mac Publishing seeks an energetic and organized Lab Administrator to maintain the tracking and labeling system which includes shipping and receiving for the Lab and Editorial Departments, tracking loan equipment as it moves through the testing, editorial, photography, and return stages, and working with editors and lab staff to order products for lab and edit projects. The person will attend planning meetings, maintain a product ordering database, place orders, follow up with vendors to ensure equipment arrives on time, and communicate ordering status to project participants in a timely manner. Establish and maintain vendor contacts for ordering evaluation products, and research currently available commodity products (e.g. printers, monitors, etc.) for comparative review, as scheduled. Physically maintain the lab and warehouse areas, and assign lab test equipment and bench space. Ensure that the testing and warehouse areas are neat and well organized, and that products are properly staged before, during, and after each project. This position requires excellent communication and organization skills, along with Macintosh computer knowledge (database experience preferred), attention to detail, self-motivation, ability to work cooperatively within a team, excellent written and verbal communication skills, and ability to prioritize competing projects and work requests from several people. Candidate must be able to lift 45 lbs. EDUCATION: A. A. degree preferred but not required. *Location: San Francisco CA*
Contact: K. DeNike, Fax: 415-442-0766, Phone: 415-243-3573, Email: kristina_denike@macworld.com

Sr. Editor (Mac Pub) MacPublishing seeks a copy editor for MacWEEK.com. This position is the primary liaison with outside contributors, handling assignments, content- and copy-editing, and performing administrative tasks, such as processing contributors' invoices. The position will write headlines and blurbs, research and write articles, post editorial material, and is the primary backup for the editor and fill in for other MacWEEK.com editorial staff as needed. Candidates should possess strong copy-editing, writing, and administrative skills and should also be familiar with Macintosh hardware and software. Must be comfortable working in a fast-paced daily news environment. *Location: San Francisco CA*
Contact: S. Beal, Phone: 415-243-3566, Email: sbeale@macweek.com

Week of March 6, 2000

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CIO	Ad Sales	Advertising Sales Associate	Austin TX	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Ad Sales	Group Ad Sales Assistant	Fairfield NJ	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Ad Sales	Regional Sales Manager	San Francisco CA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Admin	Administrative Assistant	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Art/Design	Graphic Designer	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Bus Dev	Business Development Manager	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
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CIO	Edit	Features Writer	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Operations	Data Applications Coordinator	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
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Comp Curr	Edit	Managing Editor	Berkeley CA	R. Luhn	P: n/a	F: 510-527-4106
CW	Edit	Copy Editor	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Sr. Reporter	San Mateo CA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Sr. Reporter	Open	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Web Designer	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Events	Conference Manager	Framingham MA	M. McGrath	P: 508-820-8663	F: 508-626-8524
CW	IS	Help Desk Technician/Mac Support	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	IS	Online Developer	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	IS	Systems Administrator	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	IS	Systems Specialist/Help Desk	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Prod	Display Ad Coordinator	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Rsch	Audience Research Specialist	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Sales	Account Director	San Mateo CA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Sales	Account Executive	Framingham MA	L. Gomes	P: 508-820-8249	F: 508-875-3701
CW	Sales	Field Marketing Executive	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Sales	Sales Associate	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
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FCW	Ad Sales	District Sales Manager	Falls Church VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
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FCW	Edit	Reporter	Falls Church VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	IS	Information Systems Manager	Falls Church VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
GWAN	Sales	Director of Interactive Sales	NY or CT	S. Wu	P: 415-978-3272	F: 415-267-1742
GWAN	Sales	Interactive Sales Associate	San Francisco CA	S. Wu	P: 415-978-3272	F: 415-267-1742
GWAN	Sales	Interactive Sales Manager	San Francisco CA	S. Wu	P: 415-978-3272	F: 415-267-1742
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IDC	Bus Dev	Director, Partnership Development & Content Licensing	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Exec	VP/Chief Technology Analyst, End User Business	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Facil	Manager of General Services	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Fin	Business Analyst	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Fin	Financial Analyst	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4610
IDC	Fin	Staff Accountant	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	HR	Education Coordinator	Framingham MA	D. Bernardi	P: 508-935-4361	F: 508-935-4432
IDC	HR	Human Resources Coordinator	Framingham MA	D. Bernardi	P: 508-935-4361	F: 508-935-4432
IDC	HR	Human Resources Manager	Framingham MA	D. Bernardi	P: 508-935-4361	F: 508-935-4432
IDC	Intern	Intern, IS Outsourcing Services	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Latin America	Mountain View CA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Library	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Support Services Database	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	IS	Sr. Systems Administrator	Framingham MA	M. Maynard	P: 508-988-6719	F: 508-935-4432
IDC	Mktg	Interactive Marketing Manager	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Mktg	Marketing Specialist - Systems, Storage & Semiconductor Research Programs	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
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IDC	Prod	Research Editor	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Prod	Senior Web Developer	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Prod	Technical Educator	Framingham MA	D. Bernardi	P: 508-935-4361	F: 508-935-4432
IDC	Prod	Web Developer, WW Services Research	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Associate Analyst, International Access Service	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Associate Analyst, Internet Portal Brands & Telecom Billing Services	Austin TX	A. Shluger	P: 508-935-4133	F: 508-935-4432
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IDC	Rsch	Assoc. Analyst, IRS/CIA	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Consulting Manager, Telecom Consulting Research	Framingham MA/NYNY	M. Cornetta-Brown	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Inquiry Analyst	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Newsletter Writer	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Program Director, Collaborative Computing	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
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IDC	Rsch	Research Analyst, IT Markets & Strategies	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
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IDC	Rsch	Research Manager/Research Director, Storage	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
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IDC	Rsch	Senior Analyst, Business Process Outsourcing	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
DC	Rsch	Senior Analyst, Internet & ASP Services	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Senior Analyst, Solutions Integration Strategies	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Senior Analyst, Telecom	Framingham MA/NY,NY	M. Cornetta-Brown	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Data Communications	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, eBusiness Advisory	Miami FL	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, IT Education & Training Services	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Worldwide Services	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432

BU	Category	Title	Location	Contact	Phone#	Fax#
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IDC	Sales	Client Service Representative, Hardware Accounts	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Client Service Representative, Internet/eBusiness Accounts	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Client Service Representative, Software Accounts	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Inside Sales Representative, Major Accounts	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Sales Manager, Consulting Sales Major Accounts	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Telesales Representative	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Web Tech	Graphic Designer, idc.com	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Web Tech	Product Manager, idc.com	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC Asia/Pacific	Rsch	Senior Analyst, Commercial Systems & Servers	Singapore	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Beijing	Rsch	Senior Research Analyst, Telecommunications	Beijing PRC	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Canada	Rsch	Senior Consultant - IDC Canada	Toronto Canada	J.McLean	P:	F:
IDC Canada	Rsch	Senior Consultant - IDC Canada	Toronto Canada	J.McLean	P:	F:
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IDC E/C Europe	Rsch	Research Analyst, LAN & Internetworking Technologies	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Rsch	Research Analyst, Peripherals	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Rsch	Research Analyst, Personal Computers Research	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
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IDC E/C Europe	Sales	Business Development Manager	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
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IDC UK	Rsch	Research Manager, Personal Computers, IDC U.K.	London England	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC UK	Rsch	Research Manager, Telecommunication, IDC U.K.	London England	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
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IDG Comm	HR	Human Resource Manager	San Mateo CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IDG Comm	HR	Senior Recruiter	San Francisco CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
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IDG GC	IS	Network Administrator	San Mateo CA	D. Garza	P: 650-524-5701	F: 650-524-5730
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IDG.net	Web Tech	Senior Internet Systems Programmer	San Francisco CA	W. Kessler	P: 415-267-4536	F: 415-267-4558
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IDG/B	Admin	Subsidiary Rights Assistant	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
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IDG/B	Edit	Associate Editor - Travel	New York NY	J. Meyers	P: 212-654-8504	F: 212-654-4731
IDG/B	Edit	Development Editor	New York NY	J. Meyers	P: 212-654-8504	F: 212-654-4731
IDG/B	Edit	Director/VP On-line Content, Frommer's	New York NY	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
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IDG/B	Edit	Editorial Assistant	Foster City CA	D. Harris	P: 650-653-7194	F: 650-653-7513
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IDG/B	Edit	On-line Content Editor	Foster City CA	D. Harris	P: 650-653-7194	F: 650-653-7513
IDG/B	Edit	Senior Acquisitions Editor	New York NY	J. Meyers	P: 212-654-8504	F: 212-654-4731
IDG/B	Edit	Training/QA Development Editor	Indianapolis IN	M. Boese	P: 317-572-3359	F: 317-572-4001
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IDG/B	Facil	Purchasing Coordinator	New York NY	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	IS	Director, Distributed Computing	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	IS	EDI Coordinator	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
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IDG/B	Mktg	Marketing Creative Direction Manager	Foster City CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Mktg	Marketing Creative Direction Specialist - Domestic Channels	Boston MA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Mktg	Marketing Design Manager	Foster City CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Mktg	Marketing Production Specialist	Foster City CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Mktg	Packaging Digital Artist/Illustrator	Foster City CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Mktg	Packaging Production Designer	Foster City CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
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BU	Category	Title	Location	Contact	Phone#	Fax#
IDG/B	PR	Tradeshow Manager	Foster City CA	H. Durbin	P: 650-653-7202	F: 650-653-7513
IDG/B	Prod	Associate Quality Control Technicians	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	Prod	Graphic Technician (2nd Shift)	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
DG/B	Prod	Illustrator	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	Prod	Online Supervisor	Foster City CA	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	Prod	Page Layout Technician	Foster City CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Production Manager	Foster City CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Prod	Production Systems Specialist	Foster City CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Quality Control Technician	Foster City CA	D. Harris	P: 650-653-7194	F: 650-653-7513
IDG/B	Prod	Quality Control Technician	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	Rsch	Creative Director	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Rsch	Research Manager	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Sales	Account Manager - Corp. & Gov. Sales	Indianapolis IN	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Sales	Account Support Supervisor	Indianapolis IN	H. Durbin	P: 650-653-7202	F: 650-653-7513
IDG/B	Sales	Associate Foreign Rights Manager	New York NY	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Sales	Customer Services Representative	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	Sales	Independent Sales Representative	Mid-Atlantic	M. Boese	P: 317-572-3359	F: 317-572-4001
IDG/B	Sales	Inside Sales Representative	Indianapolis IN	M. Boese	P: 317-572-3359	F: 317-572-4001
IDG/B	Sales	International Account Coordinator	Indianapolis IN	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Sales	International Account Manager	Chicago IL	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Sales	International Operations Supervisor	Indianapolis IN	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Sales	National Account Manager	Indianapolis IN	M. Boese	P: 317-572-3359	F: 317-572-4001
IDG/B	Sales	Sales Administrative Assistant	Indianapolis IN	M. Boese	P: 317-572-3359	F: 317-572-4001
IDG/B	Sales	Sales Assistant	Indianapolis IN	M. Boese	P: 317-572-3359	F: 317-572-4001
IDG/B	Web Tech	Web Developer	Foster City CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/CMC	Admin	Sales Coordinator	San Mateo CA	R. Schuett	P: 650-312-0614	F: 650-312-0547
IDG/CMC	Conf	DemoLetter Customer Services/Subscription Coordinator	San Mateo CA	L. Whittle	P: 650-312-0556	F: 650-312-0547
IDG/CMC	Conf	Director of Conference Operations	San Mateo CA	L. Lorenzana	P: 650-312-0693	F: 650-312-0547
IDG/CMC	Conf	Events Operations Manager	San Mateo CA	L. Lorenzana	P: 650-312-0693	F: 650-312-0547
IDG/CMC	Edit	Editorial Assistant	San Mateo CA	T. Whitehair	P:	F: 650-312-0547
IDG/CSC	Legal	Attorney	Framingham MA	J. Lynch	P: 508-935-4041	F: 508-935-4600
IDG/CSG	Admin	Part-time Office Assistant	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/CSG	Fin	Senior Tax Accountant	Framingham MA	J. Lynch	P: 508-935-4041	F: 508-935-4600
IDG/CSG	Fin	Tax Manager	Framingham MA	J. Lynch	P: 508-935-4041	F: 508-935-4600
IDG/CSG	IS	Application Analyst	Framingham MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG/GMG	Ad Sales	Regional Sales Manager	New York NY	T. Nemiro	P: 415-978-3203	F: 415-267-1742
IDG/GMG	Circ	Customer Service Representative	San Francisco CA	T. Nemiro	P: 415-978-3203	F: 415-267-1742
IDG/GMG	Edit	Console Games Editor	San Francisco CA	FMAO	P:	F: 415-546-5225
IDG/GMG	Edit	Copy Editor	San Francisco CA	FMAO	P:	F: 415-546-5225
IDG/GMG	Edit	PC Games Editor	San Francisco CA	FMAO	P:	F: 415-546-5225
DG/GMG	IS	Desktop Support Specialist	San Francisco CA	T. Nemiro	P: 415-978-3203	F: 415-267-1742
DG/GMG	IS	Manager of Information Systems	San Francisco CA	B. Sours	P: 650-286-2545	F: 650-349-5279
IDG/GMG	Sales	West Coast Sales Manager	San Francisco CA	T. Nemiro	P: 415-978-3203	F: 415-267-1742
IDG/GS	Admin	Administrative Coordinator	San Francisco CA	P. Mylchreest	P: 415-676-3004	F: 415-331-0881
IDG/GS	Sales	APAC Regional Manager	Singapore	C. Spence	P: +44-1784-210-210	F: +44-1784-210-200
IDG/GS	Sales	International Sales Associate	Framingham MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG/WEC	Conf	Conference Manager	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Events	Event Operations Coordinator	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Events	Event Operations Keynote Manager	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Events	Exhibitor Services Coordinator	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Events	Operations Manager	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Events	Registration Coordinator	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Facil	Office Services Coordinator	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Mktg	Marketing Coordinator	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Mktg	Marketing Manager (ComNet)	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Sales	Sales Manager	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IFW	Admin	On-Line Sales Associate	San Mateo CA	B. Simkin	P: 650-312-0669	F: 650-312-0690
IFW	Admin	Sales Associate	San Mateo CA	B. Simkin	P: 650-312-0669	F: 650-312-0690
IFW	Edit	Associate Editor	San Mateo CA	L. Piquet	P: 650-525-3417	F: 650-312-0505
IFW	Edit	Associate News Editor	San Mateo CA	M. Woollacott	P: 650-312-0626	F: 650-312-0668
IFW	Edit	Associate/Senior Editor	San Mateo CA	D. Sommer	P: 650-312-0591	F: 650-312-0570
IFW	Edit	Technology Analyst	San Mateo CA	D. Sommer	P: 650-312-0591	F: 650-312-0570
IFW	Fin	Billing Coordinator	San Mateo CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	IS	Director of Information Systems	San Mateo CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	IS	Senior Information Systems Manager	San Mateo CA	M. Shroeder	P: 650-312-0653	F: 650-312-0668
IFW	Sales	Account Executive	East Coast	J. Nightingale	P: 650-312-0532	F: 650-312-0668
IFW	Sales	Account Executive	San Mateo CA	M. Calvanico	P: 650-312-0575	F: 650-312-0668
IFW	Sales	On-line Sales Manager, InfoWorld.com	Framingham MA	B. Simkin	P: 650-312-0669	F: 650-312-0668
IFW	Web Tech	Solaris Web Server Administrator	San Mateo CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Web Tech	Web Developer	San Mateo CA	L. Wonnacott	P: 650-312-0473	F: 650-312-0668
IS	Admin	Receptionist	San Francisco CA	S. Johnson	P: 415-733-5418	F: 415-733-5401
IS	Bus Dev	Manager of Directories	San Francisco CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IS	Circ	Audience Development Manager	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Circ	Circulation Director	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Circ	Customer Service Representative	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Circ	On-line Promotions Manager	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Conf	Conference Manager	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
S	Conf	Customer Service Manager, Conference & Events	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
S	Conf	Web Coordinator, Conference & Events	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Edit	Copy Editor	San Francisco CA	M. Butts	P: 415-733-5473	F: 415-733-5401
IS	Edit	Editorial Research Assistant	San Francisco CA	H. Boyle	P: 415-617-4117	F: 415-733-5401
IS	Edit	Metrics Reporter	San Francisco CA	J. Macht	P: 415-617-4167	F: 415-733-5401
IS	Edit	Production Editor	San Francisco CA	J. Macht	P: 415-617-4167	F: 415-733-5401
IS	Fin	Operations Financial Analyst	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	IS	IS Technician	San Francisco CA	J. Wright	P: 415-733-5420	F: 415-733-5401

BU	Category	Title	Location	Contact	Phone#	Fax#
IS	IS	IS Web Support Manager	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	IS	Technology Director	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Mktg	Director of Marketing & Brand Development	San Francisco CA	K. Zeida	P: 415-733-5449	F: 415-733-5402
IS	Mktg	Marketing Communications Manager	San Francisco CA	R.Sweeney	P: 415-733-5456	F: 415-733-5401
IS	Operations	Distribution Manager	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Sales	Account Executive	San Francisco CA	A. O'Hara	P: 415-733-5455	F: 415-733-5401
IS	Sales	Sales Manager, Texas	San Francisco CA	K. Rodler	P: 415-617-4155	F: 415-733-5401
IS	Web Tech	Associate Producer	San Francisco CA	J. Payne	P: 415-733-5496	F: 415-733-5401
IS	Web Tech	SVP, Interactive	San Francisco CA	A. Patel	P: 415-617-4170	F: 415-733-5401
IS	Web Tech	Web Developer	San Francisco CA	A. Jones	P: 415-617-4123	F: 415-733-5401
IS	Web Tech	Web Production Assistant	San Francisco CA	J. Payne	P: 415-733-5496	F: 415-733-5401
ITCareers	Prod	Ad Coordinator	San Mateo CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
ITworld	Admin	Administrative Technical Coordinator	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Edit	Associate Editor	San Francisco CA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Edit	Associate Editor, LinuxWorld	San Francisco CA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Edit	Copy Editor	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Edit	Copy Editor	San Francisco CA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Edit	Senior Editor	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Edit	Web Community Editor	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	IS	Director, Message Express	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	IS	List Administrator (3pm - 11pm shift)	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	IS	Oracle Database Administrator	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Mktg	Product Marketing Manager	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Sales	District Sales Manager	New Jersey	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Sales	Regional Sales Manager	San Francisco CA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Web Tech	Graphic Production Specialist	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Web Tech	Web Engineer	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Web Tech	Web Production Manager	San Francisco CA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
Mac Pub	Admin	Lab Administrator	San Francisco CA	K. DeNike	P: 415-243-3573	F: 415-442-0766
Mac Pub	Admin	Receptionist	San Francisco CA	E. Lilly	P: 415-243-3677	F:
Mac Pub	Art/Design	Design Associate	San Francisco CA	E. Leishman	P: 415-243-3639	F: 415-442-0766
Mac Pub	Art/Design	Design Associate	San Francisco CA	E. Leishman	P: 415-243-3639	F: 415-442-0766
Mac Pub	Edit	How-To/Help Editor	San Francisco CA	J.Snell	P:	F:
Mac Pub	Edit	Sr. Editor	San Francisco CA	S. Beal	P: 415-243-3566	F:
Mac Pub	Sales	Online Account Manager	San Francisco CA	L. Pabon	P: 415-243-3526	F: 415-243-3657
Mac Pub	Sales	Online National Accounts Manager	San Francisco CA	L. Pabon	P: 415-243-3526	F: 415-243-3657
NWW	Ad Sales	Traffic Coordinator	Southborough MA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Admin	Sales Assistant	San Mateo CA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Conf	Marketing Manager	Southborough MA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Edit	Copy Editor	Southborough MA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Edit	Senior Editor	West Coast	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Edit	Technology Editor	Southborough MA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	IS	Network Specialist	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	IS	Web Software Engineer-Fusion	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Sales	Account Executive	San Mateo CA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Sales	Account Manager, Seminars and Events	San Mateo CA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Sales	District Sales Manager	San Mateo CA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
PCW	Ad Sales	Account Manager	San Francisco CA	R. Kops	P: 415-978-3385	F: 415-442-1891
PCW	Ad Sales	Account Manager	Framingham MA	W. Silverman	P: 201-587-7318	F: 201-712-9786
PCW	Ad Sales	Account Representative	Irvine CA	S. Green	P: 949-442-4021	F: 949-250-4881
PCW	Ad Sales	Associate Publisher, pcworld.com	TBD	B. Ostrow	P: 508-370-0844	F: 508-872-6912
PCW	Bus Dev	Audience Development Coordinator	San Francisco CA	U. McGee	P: 415-978-3183	F: 415-974-7491
PCW	Bus Dev	On-line Business Analyst	San Francisco CA	U. McGee	P: 415-978-3183	F: 415-974-7491
PCW	Circ	Circulation Promotion Coordinator	San Francisco CA	J. Apostol	P: 415-267-1798	F: 415-882-0936
PCW	Edit	Associate Editor	San Francisco CA	G. Frame	P: 415-978-3193	F: 415-442-0758
PCW	Edit	Associate Editor	San Francisco CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW	Edit	Editor in Chief	San Francisco CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	Edit	Senior Associate Editor	San Francisco CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW	Edit	Senior Associate Editor	San Francisco CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW	Edit	Senior Editor, Features	San Francisco CA	B. Grimes	P: 617-482-2389	F: 617-426-0235
PCW	Edit	VP/Editorial Director, PC World US	San Francisco CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	Exec	General Manager, pcworld.com	San Francisco CA	V. Peilen	P: 415-978-3170	F: 415-442-1891
PCW	Fin	Accounting Administrator	San Francisco CA	M. Reyes	P: 415-978-3364	F: 415-543-3984
PCW	IS	Applications Developer	San Francisco CA	N. Bailey	P: 415-978-3235	F: 415-442-1891
PCW	IS	Information Systems Specialist	San Francisco CA	M. Robles	P: 415-243-0600	F: 603-687-4488
PCW	IS	Information Systems Specialist	San Francisco CA	M. Robles	P: 415-243-0600	F: 603-687-4488
PCW	Mktg	Marketing Specialist	San Francisco CA	S. Wong	P: 415-978-3181	F: 415-442-1891
PCW	Mktg	Presentation Specialist	San Francisco CA	S. Wong	P: 415-978-3181	F: 415-442-1891
PCW	Rsch	Research Analyst	San Francisco CA	B. Eichel	P: 415-978-3254	F: 415-974-7404
PCW	Rsch	Senior Research Manager	San Francisco CA	B. Eichel	P: 415-978-3254	F: 415-974-7404
PCW	R&T	Performance Analyst	San Francisco CA	E. Kirschling	P: 415-974-7426	F: 415-546-1673
PCW	R&T	Performance Analyst	San Francisco CA	J. Kuta	P: 415-974-7430	F: 415-546-1673
Webby	Admin	Executive Assistant	San Francisco CA	R .Anderson	P:	F: 415-882-7092

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Tom Monahan *Computerworld*

21

Walter Schönberger *IDG Germany*

18

Fred LoSapio *Computerworld*

16

Christina Spence *PC World*

11

Fatima Ruiz del Olmo *IDG Spain*

10

Péter Kincses *IDG Hungary*
Carlos de la Iglesia *IDG Spain*

9

Randy Ross *PC World*
Heidi Broadley *Computerworld*

8

Heidi Anderson *PC World*
Steve Stamates *Computerworld*
Jimmy Yu *Computerworld Singapore*
Teresa Lin *IDG Hong Kong*
Keith Ellis *IDC Canada*

7

Naohito Kato *IDG Japan*
Marie Söderqvist *IDG Sweden*

6

Barry Sanders *IDG Australia*
Jaikumar Vijayan *Computerworld*
Gary Vlass *IDC*
Ross Owens *InfoWorld*

5

Márta Rácz *IDG Hungary*
Kara Murphy *IDC*
Kimberly Giovanni *InfoWorld*

4

David Daoud *Computerworld*
György Gazdag *IDG Hungary*
Robert Troemner *Computerworld*
Calvin Wade *IDC*
Esbjörn Schönberg *IDG Sweden*
Malin Plejbo *IDG Sweden*
Per Wickenberg *IDG Sweden*
Ephraim Schwartz *InfoWorld*
Jennifer Threatt *InfoWorld*
Craig Lee *IDG Games Media Group*

3

Cheryl Allen *PC World*
Mariaelena Robles *PC World*
Bret Frohwein *InfoWorld*
Eleanor Leishman *Mac Publishing*

2

Jennifer McOuat *IDG Global Solutions*
Ian Sharp *IDG Australia*
Junko Miyahara *IDG Japan*
Mikael Ricknäs *IDG Sweden*
Fredrik Johansson *IDG Sweden*

1

Nicole Glatz *IDG Germany*
Gussie Wilson *Computerworld*
Hector Hernandez *IDC*
Paul Mouradian *IDC*
Eleanor Storch *IDC*
Michaelle Obrda *IDC*
Jessica Wennberg *IDG Sweden*
Johan Rindegard *InfoWorld*
Aaron Gallagher *InfoWorld*
Alexis McGuire Oberson *InfoWorld*
Chantelle Finney *IT Careers*
Jonathan Seff *Mac Publishing*
Michael Howe *IDC Canada*
James Forde *IDC Canada*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

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finance from San Diego State University, an M.B.A./finance from the University of San Francisco and enjoys traveling.

The Industry Standard has hired **Jenny Oh** as a research reporter. She previously worked at *Red Herring* as an editorial assistant and graduated from Brandeis University in Waltham, Mass., with a B.A. in political science.

After attending culinary school and founding *SurferGirl* magazine, a women's surfing publication, **Jennifer McKibben** is now a photo associate for *The Industry Standard*. Away from the office she enjoys sports and shopping for shoes.

Previously a marketing specialist at Merrill Corp. and then a consultant to *The Industry Standard*, **Libby Winston** comes on board there full time as product manager, directories. She earned a B.A. in journalism from the University of Missouri/Columbia and an M.B.A. in marketing from the University of San Francisco. She likes to swim, samba and "live as large as possible."

Previously the associate managing editor of *PC Computing* magazine, **Peggy Gannon** is now the deputy managing editor at *The Industry Standard*. She graduated from Temple University in Philadelphia with a B.A. in journalism and English and likes to bike and camp.

Mark Mowrey is *The Industry Standard*'s new staff writer, metrics. He comes from Content Unwired L.L.C. where he was partner and co-founder. He earned a B.S. in economics from The Wharton School at the University of Pennsylvania and likes bike racing.

The Industry Standard has hired **Laura Lindhe** as a staff writer. She was previously a senior editor, consumer electronics with C|Net and has studied journalism at San Francisco State University.

Transfers

Curtis Franklin is ITworld.com's senior editor, hardware, coming from *Solutions Integrator* where he was executive editor, technology. He attended Birmingham-Southern College where he received a B.A. in art and has done graduate work in computer science at the University of Alabama/Birmingham. He enjoys reading, music and golf.

Keith Shaw moves from his role as graphics coordinator at *Computerworld* to his new position as *Network World* reviews editor. He has a B.S. in newspaper journalism from Syracuse University in Syracuse, N.Y., and enjoys golf, tennis, softball and computer games.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

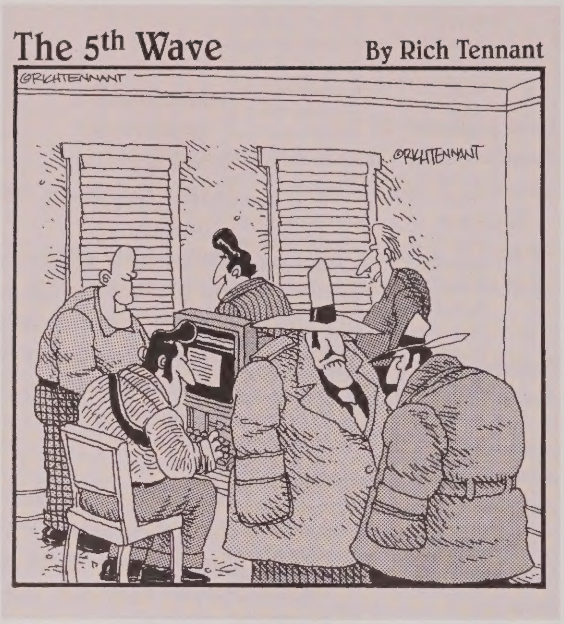
for fun

off line

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by April 4.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.



LinuxWorld Expo set for Germany

IDG World Expo (Munich) recently announced that it would organize the first LinuxWorld Conference and Expo in Europe. The event will be held Oct. 5-7 at the Frankfurt Exhibition Center in Frankfurt, Germany.

For more information, contact Gunnar Kuechler of show manager K+S Event Management at gkuechler@ksmesse.de.

Coming up

IDC Latin America Breakfast Briefing
Low-Cost PCs and the Future of the PC Market in Latin America
March 14
Biltmore Hotel
Coral Gables, Fla.
Tel: 305-267-2616
www.idc.com/idcla

IDC Directions 2000
March 16
Boston
Tel: 508-872-8200
www.idc.com/Events/

European Telecoms Forum 2000
March 20-21
Hotel Excelsior Lido
Venice, Italy
Contact: IDC Italia
Tel: +39-02-28457-1
www.idcresearch.it/forum/etf2000

iB2B
March 22-24
Boca Raton Club & Resort
Boca Raton, Fla.
Contact: The Industry Standard
Tel: 415-733-5400
www.thestandard.com/ib2b

Singapore Linux Conference/LinuxWorld 2000
March 23-25
Singapore International Convention and Exhibition Center
Contact: May Loo
IDG World Expo (Asia)
mayloo@idgexpo.com.sg

European IT Management Forum
March 27-28
Hotel Arts
Barcelona, Spain
Contact: IDC European Conference Centre
Brussels, Belgium
Tel: +32 2 626 13 92
www.itforum@idcresearch.it

ICe (Internet Commerce Expo)
March 27-30
World Trade Center
Boston
Contact: IDG World Expo
Tel: 508-879-6700
www.idgworldexpo.com/html/events-ice.htm

IDC's App Sourcing Forum: Managing and Growing A World-Class ASP Business
April 4-5
Hotel Nikko
San Francisco
Tel: 508-872-8200
www.idc.com/Events/asf2000

IDG WorldUpdate

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4.000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG WorldUpdate

13 MARCH 2000
VOLUME 30, NUMBER 11

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

IDC Global Fellowships promote information sharing

Global Fellows and their projects

Lars Vestergaard
Senior Research Analyst, IDC Nordic (Copenhagen)

Visit IDC U.S. and research developments in Internet access in Europe and the U.S.

Stephen Drake
Senior Research Analyst, IDC U.S.

Visit IDC Brazil and IDC Argentina to research the mobile and remote user environment in Latin America.

Rocio Martinez-Rosales
Analyst, IT Services Market, Select-IDC Mexico

Learn how the InTEP (Information Techonology Experience Panel) runs in Australia and how it is implemented in New Zealand in order to create a similar panel in Mexico.

Sanjay Singh
Sr. Market Analyst, IDC India
Visit IDC Singapore to closely follow the Datacom and Telecom research processes with focus on the adoption trends of technologies, such as Gigabit Ethernet, ATM, Frame Relay, wireless networking and value-added telecom and Internet services.

continued on page 5

For a couple of weeks this year, 13 IDC employees will be trading in their regular work routines for a chance to live and learn amongst their colleagues in distant lands through the increasingly popular IDC Global Fellowship Program.

Fifty-two IDC employees have been awarded fellowships since the program began in FY95. The goals of the program are to:

- Rapidly build expertise at operating units around the globe.
- Leverage IDG's global knowledge and skill base.
- Promote awareness and respect for other cultures.
- Attract, reward and retain quality employees with global talents and interests.

A record number of 44 applicants vied for the opportunity this year by submitting proposals detailing their proposed duties during the fellowship and the benefits they anticipated for the receiving business unit, their own business unit and themselves. Given the high quality of the applications and his strong support of the program, IDC President **Kirk Campbell** increased the number of grant recipients from last year by two.

The fellowships, most of which are $5,000, offset living and travel expenses for the participants.

The FY00 fellowship winners were chosen by a committee composed of Campbell, IDC Vice President/ Human Resources and Administration **Debbie Bernardi,** IDC Human Resources Manager **Arden Port,** IDC Human Services Representative **Stephanie Tate**, IDC Recruiting Specialist **Eleanor Storch** and IDG Corporate Training and Development Specialist **Connie Raleigh**.

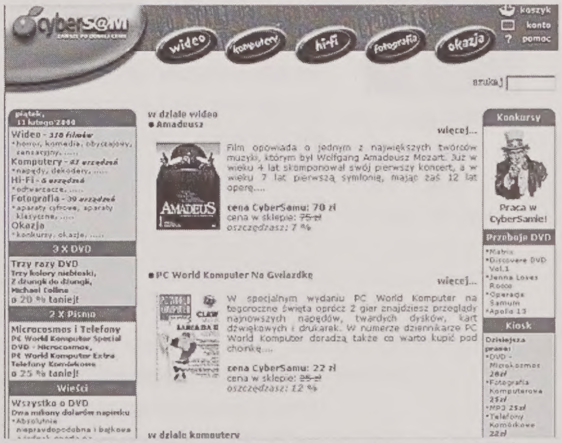
Details about next year's fellowship applications will be announced in late 2000. For more information, contact Stephanie Tate at state@idc.com. WU

DVD info, products are on IDG Poland's CyberSam site

How do you turn DVD shoppers into buyers and win some market recognition at the same time? Give your customers the products and advice they want.

Launched in June 1999, IDG Poland's CyberSam (www.cybersam.pl) offers reliable and comprehensive information – both pro and con – about the DVD hardware and movie releases for sale on the site. CyberSam was recently named one of Poland's best e-commerce sites by *Komputer Swiat* magazine – which praised its content, design and customer support – and has garnered mention in *Gazeta Wyborcza*, Poland's largest daily newspaper.

"Our first inspiration was [IDG's] WebShopper," said **Marcin Lejman**, CyberSam public relations manager. "E-commerce is an emerging market in Poland, and we thought that if we started early enough then we may be successful. We focused on DVD, because it was in line with our general philosophy of keeping up with the latest technology. But we are not for everybody — we are for geeks who are keen on new technology."



piątek, 11 lutego 2000
Wideo - 318 filmów
•horror, komedia, obyczajowy, sensacyjny, ...
Komputery - 43 urządzeń
•napędy, dekodery, ...
Hi-Fi - 6 urządzeń
•odtwarzacze, ...
Fotografia - 39 urządzeń
•aparaty cyfrowe, aparaty klasyczne, ...
Okazja
•konkursy, okazje, ...

Trzy razy DVD
Trzy kolory niebieski, Z dżungli do dżungli, Michael Collins
o 20 % taniej!

Microcosmos i Telefony
PC World Komputer Special DVD - Microcosmos, PC World Komputer Extra Telefony Komórkowe
o 25 % taniej!

Wszystko o DVD
Dwa miliony dolarów napiwku
•Absolutnie nieprawdopodobna i bajkowa

w dziale wideo
• Amadeusz
więcej...

Film opowiada o jednym z największych twórców muzyki, którym był Wolfgang Amadeusz Mozart. Już w wieku 4 lat skomponował swój pierwszy koncert, a w wieku 7 lat pierwszą symfonię, mając zaś 12 lat operę....

cena CyberSamu: 70 zł
cena w sklepie: ~~75 zł~~
oszczędzasz: 7 %

• PC World Komputer Na Gwiazdkę
więcej...

W specjalnym wydaniu PC World Komputer na tegoroczne święta oprócz 2 gier znajdziesz przeglądy najnowszych napędów, twardych dysków, kart dźwiękowych i drukarek. W numerze dziennikarze PC World Komputer doradzą także co warto kupić pod choinkę....

cena CyberSamu: 22 zł
cena w sklepie: ~~25 zł~~
oszczędzasz: 12 %

w dziale komputery

Przeboje DVD
•Matrix
•Discovere DVD Vol.1
•Jenna Loves Rocco
•Operacja Samum
•Apollo 13

Dzisiejsza prasa:
•DVD - Microkosmos 28zł
•Fotografia Komputerowa 25zł
•MP3 25zł
•Telefony Komórkowe 22zł

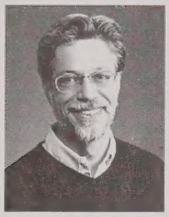
Traffic on IDG Poland's CyberSam site is increasing. In November 1999 the site had just 7,000 visitors; by January 2000 there were 20,000 visitors and the average session length is more than nine minutes, according to PR Manager ***Marcin Lejman****.*

Lejman said CyberSam uses two advertising channels to attract Polish Internet users – they run ads in all of IDG Poland's publications and banner ads on well-known Polish sites, such as the country's biggest portal site, www.onet.pl.

continued on page 4

newsworthy in brief

IDG Books India joins growing lineup of international joint ventures


Violano

IDG Books last month expanded its international joint venture network with an agreement to launch IDG Books India Pvt. Ltd. IDG Books will retain majority ownership of the new company, which is being formed with long-time partner Infocom Inc. Pvt. Ltd. Infocom founder **Vikas Gupta**, a leader in India's computer publishing industry, will serve as managing director of IDG Books India.

The company, which will be headquartered in New Delhi and maintain additional sales offices in Bombay and Bangalore, will initially focus on reprinting low-cost editions of IDGB's bestselling technology titles in the *For Dummies, 3-D Visual* and *Bible* series. It will also introduce *Webster's New World Dictionary* to the 75 million English-speaking residents of India.

"India is a significant growth area for computer and reference publishing," said **Michael Violano**, IDGB vice president, international and subsidiary rights. "This is an opportune time for us to launch a joint venture to develop content locally, expand our distribution network and formalize our relationship with a talented entrepreneur like Vikas Gupta."

Over the course of the next year, IDG Books India plans to introduce more than 200 computer and reference titles to the local market. Many of these will represent local adaptations of IDGB's existing titles and will also include content created and developed by IDG Books India.

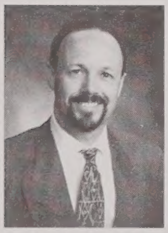
"India has a growing market of programmers and software developers that will benefit from the knowledge and expertise that IDGB products provide," Gupta said. "Indian customers highly value IDGB's brands and content. Now we can expand this presence to include original content and Web-based editions of IDGB's titles."

Noting that international growth is one of IDG Book's key strategic goals, IDGB CEO **John Kilcullen** said that "this partnership enables us to adapt content and pricing to the market, giving us an even greater competitive edge in contributing to the region's fast-expanding technology knowledge base."

IDG Books international joint venture network also includes IDGB Australia in Sydney, CDG Books Canada in Toronto and TransQuest Publishers in Singapore.

For more information, contact Michael Violano at mviolano@idgbooks.com.

Network World's Gallant named associate producer of Vortex 2000


Gallant

IDG Conference Management Company has named *Network World* Editorial Director and Executive Vice President **John Gallant** associate producer for Vortex 2000, IDG's third annual invitation-only executive conference that explores the business issues and challenges arising from the convergence of the Internet, telephone and television networking industries. The conference will be held May 23-26 at the Ritz-Carlton Laguna Niguel in Dana Point, Calif.

"John Gallant has been lighting the way toward convergence for the 165,000 Internet-savvy readers of *Network World*. We are fortunate to have him active in the Vortex community, now as conference co-producer," said **Bob Metcalfe**, executive producer of Vortex. In addition to working closely with Metcalfe to develop the conference content, Gallant will spearhead an extension of the Vortex brand to include a community-focused Web site featuring original content generated by Gallant.

"I'm excited about the unique opportunity to work with Bob to help shape and host this elite event," said Gallant. "Our goal is to work with the best minds in these industries to root out the myths about convergence, spotlight the opportunities and examine the obstacles that must be overcome to capture those opportunities."

"Incorporating suggestions from last year's attendees, we have invited Demo Executive Producer **Chris Shipley** and her team to develop a showcase pavilion at Vortex, in which hot 'convergence appliances' will be demonstrated."

Vortex and Demo are products of IDG Conference Management Company.

Thomas Best named president of IDG Books' Canadian joint venture

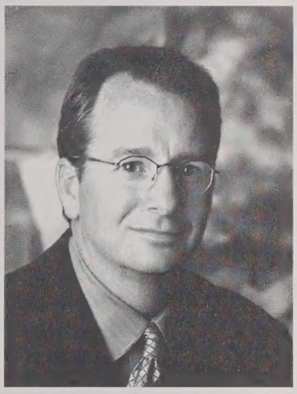
IDG Books Worldwide, Inc. last month announced that **Thomas Best** has been appointed the new president of CDG Books Canada, its Toronto-based joint venture company. Formerly senior vice president of HarperCollins Canada in charge of all sales initiatives, Best brings to this role more than 20 years' publishing experience in marketing and sales, and in developing emerging markets. He established HarperCollins Canada's special markets division and led its climb in sales, from $1 million to $10 million, between 1994 and 1999.

"Canada has been a steady growth market since 1990 and our recent local publishing initiatives have been quite successful," said **Michael Violano**, who, as IDGB's vice president of international and subsidiary rights, leads the company's strategic partnerships and business development initiatives. "Tom brings a level of leadership and prominence to our Canadian operation that we believe will accelerate our growth as a leading how-to publisher in both print and online formats."

IDG Books has 49% ownership of CDG Books Canada. It formed the company in December 1998 with Macmillan Canada, a division of Canada Publishing Corp., and a leading publisher of how-to information. CDG Books Canada has published Canadian editions of four titles from IDGB's *For Dummies* series, including *Gardening For Canadians For Dummies® and Shopping Online For Canadians For Dummies®*. Four more *For Dummies* titles are slated for publication in the spring. CDG Books has also released Canadian editions of titles from the *CliffsNotes* lifestyle series, including *Creating a Budget For Canadians* and *Investing in the Stock Market For Canadians.*

executive Q and A

Stephen Moylan
The president and CEO of InfoWorld Media Group is this week's columnist. Part two of his column will appear March 20.



InfoWorld at-a-glance

Location
San Mateo, Calif.

History
IDG bought the subscriber list of *Intelligent Machines Journal* in 1979; changed name to *InfoWorld* in 1980.

Number of employees
195

Products

- *InfoWorld*
- InfoWorld.com
- CTO Forum (*InfoWorld*'s first reader conference on May 15 in San Francisco for chief technology officers. It is subtitled "Turning Internet Hype into Business Reality.")
- InfoWorld Scoop (a daily e-mail newsletter to 200,000 InfoWorld Scoop subscribers)
- InfoQuote (an e-commerce initiative with partners at PCorder.com)
- InfoWorld Consulting Services (fledgling consulting business based on IW expertise and Internet knowledge in the InfoWorld Test Center)

Q How does *InfoWorld* differ from *Computerworld*? What market niche does *IW* serve?

A Unfortunately only a few well-educated media buyers understand the subtle, but clear and distinct differences between *InfoWorld* and *Computerworld*. The confusion between the two titles persists because the media community and our competitors purposely lump us together as a negotiation tactic to get us to lower our advertising rates. A careful analysis reveals that the two titles are very different. We are currently on an education drive to differentiate the two titles for the media community. A close investigation of the two titles shows that our editorial packages, circulation statements and readership statistics are distinctly different.

At *InfoWorld* our editorial is focused on "defining technology for business." We have a $20 million test center and publish product reviews and product comparisons each week. Most all of our product coverage is focused on Internet and e-business applications. Our editorial is fairly technical and helps chief technology officers and IS management make difficult technology buying decisions. Our circulation of 370,000 IT experts is 100% qualified by buying power, and our subscribers on average possess a $13.5 million technology budget.

As for the readership statistics our duplication with *Computerworld* is very low and hovers around 20% to 25%, depending on the source. Moreover, the recent IntelliQuest study shows we deliver a unique audience that is involved in e-business and e-commerce technology decisions. We strive to serve the "technology driver" in corporate America who is "tech smart and business savvy." *Computerworld*'s editorial is focused on the "IT leader" and delivers more business coverage and case study reviews.

Their circulation is a blended, paid and controlled model and stands at 250,000. We deliver the technologist, and they deliver the strategist. To me the differences and strengths of each title are very clear and an ad campaign running in both publications simultaneously will maximize the advertiser's reach to all of the key decision makers.

Q Who are your competitors, and how does *InfoWorld* stack up?

A Over the last five years we have focused on *PCWeek* as our chief competitor. During this time we have jumped from a mere 30% market share against them to a recent record high in December 1999 of 55%. Our results are based on delivering a fantastic editorial product with powerful subscriber data and surging readership scores. More recently, we have started to take ad pages from *Information Week,* and we will continue to take pages from them now that we have won the war with *PCWeek*.

Q What considerations prompted the relaunch of InfoWorld.com, and what do you aim to achieve with the changes? Why did you decide to change the name from InfoWorld Electric?

A The Internet industry is moving at breakneck speed and requires constant change and improvement to your Web site. We made technical improvements and relaunched InfoWorld.com in December to better serve our readers and advertisers. **Laura Wonnacott**, our VP of technology at InfoWorld, and her team have made major improvements in the site and have prepared us for future growth. Our load times are now under four seconds and the site is programmed in XML allowing us to tag and organize our content for specific reader and advertiser needs.

We decided to change the name to InfoWorld.com because *InfoWorld* already has a powerful brand and we want to extend the *InfoWorld* brand, not create a new brand. Our entire company now revolves around InfoWorld.com, and we are in the process of changing our company name from InfoWorld Media Group to InfoWorld.com.

Q How is InfoWorld doing in efforts to make the majority of its revenue outside of print advertising?

A Currently, 90% of our revenue still comes from print advertising. We have launched three major initiatives to diversify our revenue portfolio. Our InfoWorld.com business is well on the way to becoming a $10 million business. Our conference business will hit $1 million this year, and we are having early success in our e-commerce and consulting businesses. These three new business segments will soon represent 35% of our total revenue.

Steve Moylan may be reached at stephen_moylan@infoworld.com.

IDC becomes only IT research firm with Spanish office

The number of countries in which IDC has offices climbed to 43 last month as IDC Spain officially opened for business. It is the only IT market research firm with local operations in the country.

More than 60 people, primarily general managers and marketing managers from top companies in the Spanish IT industry, attended the ribbon-cutting ceremony in Madrid.

Jesús Pedraza, who has more than 15 years experience in the Spanish IT market, will manage the new office. Pedraza most recently spent three years as marketing manager for Olivetti in Madrid, and before that worked in sales and marketing for Texas Instruments' computer and personal productivity products. He speaks six languages: Spanish, English, Italian, French, German and Russian.

IDC predicts that the Spanish IT market will top $12 billion by 2003, with the growth of the software segment as the key market driver.

A local analyst and an office manager/marketing assistant will initially join Pedraza, with the staff expected to number five people within six months. IDC has conducted research on the Spanish IT market for close to 20 years, most recently mainly out of the IDC Italy office. IDC Spain will now provide customers with local research, consulting and support services and will be assisted by Spanish-speaking IDC analysts based in Italy. As part of IDC's 21-country Europe, Middle East and Africa network, IDC Spain's sales to international accounts will be supported by IDC's Global Selling Europe organization

"Spain is the seventh major IT market in Europe and, for many businesses, the gateway to Latin America," said **Ezio Viola**, general manager, IDC Southern Europe. "It represents a market of great potential as it undergoes the changes relating to European integration as well as increased foreign penetration and competition."

IDC predicts that the Spanish IT market will top $12 billion by 2003, with the growth of the software segment as the key market driver.

IDC Spain has already established a good working relationship with the IDG Spain office. *Computerworld España* Publisher/Editorial Manager **Carlos de la Iglesia** chaired a panel discussion at the opening ceremony. The two companies are also jointly marketing two upcoming events in Barcelona: the IDC European IT Management Forum (March 27-28) and a conference entitled "Innovative Applications: CRM, ERP, Business Intelligence and eBusiness for the Xtended Enterprise" (May 17-18).

For more information, contact Jesús Pedraza at jpedraza@idc.com. WU

DVDs

continued from page 1

"Our customer support is good, our reviews are excellent, and people keep talking about them in newsgroups and recommend our site to their friends," Lejman said.

Revenue has followed increased site traffic. According to Lejman, CyberSam – a site that cost approximately US$2,000 to build – has seen a 300% increase in revenues every month from June 1999 to January 2000. In December, income exceeded total costs.

To keep the content current, the CyberSam staff works closely with *PC World Komputer* and other IDG Poland sites. Detailed product reviews are provided by such sites as www.dvd.idg.pl, which is devoted to the DVD market; the digital photography site www.fotografia.idg.pl; and www.cyberjoy.idg.pl for games and entertainment reviews. (CyberSam customers can also submit their own reviews to the site.) Shipping and handling are processed by a network of partners.

To attract new customers, new CyberSam departments are being added. The site began selling games in December 1999; computer magazines and books will soon follow.

"At the moment we sell only IDG publications, but this may change," Lejman said. "We may in the future start selling products that are in competition with IDG's if we believe that it will increase our profits. Our intention is, in a way, to stay apart from IDG, not in any legal sense, but because we want CyberSam to be recognized as a separate brand. We want our customers to think of us as a DVD seller, rather than another IDG site."

Lejman said CyberSam has two chief competitors in the local market – Empik, a national retailer of newspapers, CDs and DVDs, and Merlin, which is operated by the Polish book publisher Proszynski.

The CyberSam staff includes **Olo Sawa**, CEO; **Maciej Warszawski**, chief programmer; **Dominik Mierzejewski**, assistant programmer; **Kasia Zuczek**, graphic designer; **Michal Sitkiewicz** and **Artur Olszewski**, DVD reviews; **Mieszko Zaganczyk**, digital camera reviews.

For further information, contact Marcin Lejman at marcinl@idg.com.pl. WU

IDG Benefits Update

Containing news regarding: CIGNA HealthCare, UNICARE claims, Medical Flexible/Dependent Care Reimbursement accounts; 401(k), ESOP plan updates

March 13, 2000

Transition to CIGNA HealthCare now complete

The move to CIGNA is now complete, and we successfully transitioned approximately 4,500 participants (including dependents) into the new plan! While there were many successes, there were also several issues as a result of this move. The Corporate Benefits Department has been working very closely CIGNA's team to identify problems and to implement new procedures as a solution. CIGNA has responded very quickly and has made several changes within their claims department to guarantee improvement going forward. However, it may take some time before participants with prior issues feel the positive result and here is where we would like your help. If you have had "recent" issues with CIGNA, please take a minute and put your comments in an e-mail to cheryl_talamini@idg.com. The benefits department will review this information and continue to work the issues to ensure that when we say "we've got you covered", we mean it!

1999 eligible expenses for Dependent Care/Medical Flexible reimbursement accounts due by March 31

Eligible expenses for your 1999 Dependent Care Account and 1999 Medical Flexible Spending Account need to be submitted by March 31, 2000 for reimbursement. To close out your 1999 account, Dependent Care expenses need to be sent to Payroll for processing. Your Medical Flexible Spending Account expenses need to be sent to CIGNA at the address noted below. Money left in your account after March 31 will not be eligible for reimbursement.

CIGNA HealthCare
2700 X-Ray Drive
Gastonia, NC 28054

UNICARE medical and dental claim submission deadline approaching

Time is running out! If you have any outstanding medical or dental claims prior to Sept. 30, 1999, you need to submit them to Unicare as soon as possible. If you need assistance with an outstanding claim, please contact your Human Resource Representative or the Corporate Benefits group.

Employee Benefits Statements on the way for participating business units

If you are a regular fulltime or regular part-time employee, as of Jan. 1, 2000, be on the lookout for your annual Employee Benefits Statement. Statements will be distributed in April.

New address for Dependent Care/Medical Flexible Spending Account reimbursements

To better serve our employees with their Dependent Care and Medical Flexible Spending Account reimbursements, there has been a change of address to which claims are sent. The change of address should speed up the process of getting your claims paid. Effective immediately, the new address is:

CIGNA HealthCare
2700 X-Ray Drive
Gastonia, NC 28054

The reimbursement claim forms have been revised to reflect this new address. Please see your Human Resource Representative for the new forms. CIGNA will continue to reimburse claims submitted on the old forms, but it may take a couple of extra days to process.

For those of you who are new to either program, here's how to get reimbursed for Dependent Care and Medical Flexible Spending Account expenses.

Dependent Care Reimbursement Account

Step 1: Once payment has been made for services received, complete the Dependent Care Reimbursement form and attach the necessary receipts. Be sure to include the Provider Tax ID or SSN on the claim form.

Step 2: Mail your form and receipts to the CIGNA address on the front of the reimbursement form.

Step 3: CIGNA will process your reimbursement and a check will be sent to your home.

Medical Flexible Spending Account

Step 1: If you participate in the CIGNA Health Plan, CIGNA will automatically reimburse you for your eligible medical and dental expenses out of your MFSA. If you incur expenses such as prescription expenses, or are enrolled in an HMO, you will need to complete the MFSA Reimbursement form and attach the necessary receipts.

Step 2: Mail your form and receipts to the CIGNA address on the front of the reimbursement form.

Step 3: CIGNA will process your reimbursement and send a check to your home.

401(k) and ESOP Reminders

401(K) contributions may be updated quarterly

If you would like to make a change to your contribution percentage, you may do so on a quarterly basis (January, April, July, and October). As each quarterly period approaches, you will receive notification from your Human Resource Representative with information on how to go about changing your percentage.

Enhanced ESOP Vesting Schedule

Effective Sept. 30, 2000, your ownership rights will be as follows.

Years of Service	Current Schedule	New Schedule
1	0%	10%
2	0%	20%
3	20%	30%
4	40%	40%
5	60%	60%
6	80%	80%
7	100%	100%

Advertising Sales Assistant (CIO) CIO Communications, Inc. is looking for an energetic individual to provide sales support to the Vice President of Sales and Publisher. Responsibilities will include: administrative sales support including sales analysis, changes to market share reports and tracking of insertion orders; meeting coordination; database maintenance and typing of general correspondence. Candidate must be a very organized; detail oriented people person and be able to work in a fast-paced environment. This individual will also be proficient with Microsoft Word and Excel. 1-3 year's experience in a sales, marketing or customer service environment preferred. The ability to work independently is essential. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

VP, Custom Publishing (CIO) Seeking a Vice President of Custom Publishing. Responsibilities will include sales/new business development of custom magazines and web content, strategic consulting and management supervision for implementing these programs and day-to-day management of the custom publishing group. Individual will also be responsible for P&L and related forecasting and budgeting. 10+ years of publishing, sales experience and custom publishing a plus. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600,Email: tgjobs@idg.com

Director of Interactive Sales (GWAN) IDG Global Web Ad Network is looking for a Director of Interactive Sales to join the IDG GWAN sales team. Responsibilities include full range of outside sales and account management duties. Position requires: servicing and expanding existing business, development of special opportunities, and coordinating group sales efforts with IDG sales representatives across multiple business units. Candidates should have 2-3 years outside sales experience and 1+ year of on-line sales experience. The ideal candidate will have strong presentation, negotiation, and outside sales skills along with strong sales administration, organizational and writing skills. Candidates should be able to work well both independently and as a member of the sales team. On-line ad sales experience necessary; familiarity with the high tech and global markets highly desired. *Location: NY or CT*
Contact: B. Binan, Fax: 203-351-1089, Phone: 203-351-1085, Email: bill_binan@idg.com

Interactive Sales Associate (GWAN) Seeking Interactive Sales Associates interactive sales team. This position works closely with ad sales representatives to build and maintain strong client relationships and reports to the IDG G-WAN Interactive Sales & Services Manager. The Interactive Services Associate coordinates internal 'pre-sale' activity with G-WAN sales team and IDG site representatives to develop, construct and deliver comprehensive online advertising proposals for prospective clients. Interactive Sales Associate is also responsible for overseeing all "post-sale" campaign activity, including campaign tracking and reporting, to ensure the timely posting and successful delivery of all campaigns. This is an excellent position for learning all aspects of Internet advertising. Ideal candidates will have strong administrative, computer and phone skills along with, preferably, 2-3 years business experience. Candidates should be able to work well both independently and as a member of the IDG G-WAN team. Responsibilities include: Proposal Development w/Sales Counterparts; Campaign Implementation; Campaign Tracking, Reporting (w/assistance of IDG.net GWAN Trafficking and Ad Serving Department); Campaign Reporting/Analysis; General Client Service. *Location: San Francisco CA*
Contact: B. Binan, Fax: 203-351-1089, Phone: 203-351-1085, Email: bill_binan@idg.com

Interactive Sales Manager (GWAN) Seeking a sharp, dynamic Interactive Sales Manager to oversee the sales support functions of its Global Web Ad Network. This individual will lead the team of account executives who support the GWAN ad sales team; work with IDG's local on-line publishers to develop ad rates and bundle programs and policies; manage and maintain GWAN's relationship with local and international IDG site representatives; manage client service aspects of the IDG/CNN Volume Advertising Bundle program; and manage the creation and distribution of sales support materials. This manager will work closely with the Director of Ad Production to address campaign-specific ad trafficking, serving, and reporting issues and will report to the GWAN VP Interactive Sales. Qualified candidates will have a four-year degree; excellent consensus-building skills; analytical/writing/ management skills; strong attention to detail; the ability to thrive in the lean, entrepreneurial environment typical of an on-line publishing operation; on-line media expertise; and the standard of excellence required to lead a key Web effort for a multi-billion dollar company. *Location: San Francisco CA*
Contact: B. Binan, Fax: 203-351-1089, Phone: 203-351-1085, Email: bill_binan@idg.com

Research Analyst, Asset Management, PC Server Market (IDC) IDC's Asset Management group has an opportunity for a high-energy team player. The ideal candidate will be able to predict the future value of investments in technology assets, especially investments in PCs and the PC Server Market, and articulate to our clients the rationale behind the numbers. Research analysts are responsible for independently forecasting the residual value of a variety of server and storage products and publishing current fair market values for these same products. Frequent contact with clients, leasing companies and re-marketers of computer equipment via phone is a critical part of the job. In addition, senior research analysts are responsible for writing comprehensive research reports and periodic news flashes. This position requires a good understanding of financial concepts and technology, as well as excellent communication and project management skills. Knowledge of the technology leasing business is a plus. Bachelor's degree in economics, finance or computer sciences is desired together with advanced spreadsheet modeling skills. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Group Operations Coordinator, eBusiness (IDC) Seeking a Group Operations Coordinator to manage critical group support functions. The functions include publications support, client list/distribution management, light marketing support, internal group coordination, client communications support and general office support. Candidates must have strong Microsoft Office skills, work comfortably in a rapidly changing environment and enjoy interpersonal work. The ideal candidate will have strong experience providing group support and be self-directed to identify opportunities for improvement. *Location: Mountain View CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Research Manager, Enterprise Resource Management (IDC) The Worldwide Services Research Group seeks a motivated Research Manager to manage and grow the Enterprise Resource Management program. Responsibilities will include conducting primary and secondary research, writing research deliverables, supporting and managing custom consulting projects, responding to client inquiries, and managing the program P&L. Ideally, the candidate for this position will have 5 years of experience in market research, and in the IT industry. An MBA is preferred. Strong quantitative, analytical, and writing skills are essential, with strong experience in Microsoft Office applications.. Excellent customer relation and presentation skills required. *Location: Framingham MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Senior Account Executive, Internet/eBusiness Accounts (IDC) IDC is seeking a Sales Professional to develop and grow our Internet/IT end-user base business which provides tailored services and tools to CIOs and Internet executives of leading corporations. Candidates must have 3 - 5 years experience selling IT related services to users as well as the ability and desire to apply the entire spectrum of selling skills from cold calling to high-level contract negotiations to ongoing customer service. The ideal candidate possesses the following qualities: dedication, discipline, creativity, energy, and potential to grow with the enterprise. Position also requires a proficiency in forecasting fundamentals, 5 years direct selling experience and a BA/BS. *Location: Mountain View CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Senior Account Executive, User Accounts (IDC) IDC is seeking a Sales Professional to develop and grow our IT-end-user base business, which provides tailored services and tools to CIOs of leading corporations. Candidates must have 3 - 5 years experience selling IT related services to users as well as the ability and desire to apply the entire spectrum of selling skills, from cold calling to high-level contract negotiations to ongoing customer service. The ideal candidate possesses the following qualities: dedication, discipline, creativity, energy and potential to grow with the enterprise. Position also requires a proficiency in forecasting fundamentals, 5 years direct selling experience and a BA/BS. *Location: Framingham MA or Mountain View, CA.*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Web Content Publisher - eBusiness (IDC) IDC is seeking a Web Content Publisher who will support our emerging eBusiness Advisory Services team! Work with our eBusiness Analysts and marketing teams to identify and capitalize on content opportunities, create compelling and interactive content, manage the content production and publishing to the eBusiness site, and ensure content freshness and relevance. Requires a combination of creative, design, editorial, web production, and marketing talents. High visibility, cool job. *Location: Framingham MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Copy Editor (IDG News) The IDG News Service is seeking a copy editor with a great eye for detail and strong editing, grammar and proofreading skills to cover our West Coast news-desk shift, based in either our San Francisco or Boston bureau. Responsibilities include editing IT industry news nd features under tight deadlines for our real-time on-line wire service; acquiring and republishing copy and graphics from throughout the IDG editorial community for our global news cooperative; and doing research as needed to update and expand a library of on-line information resources for editors. Additional responsibilities commensurate with the successful candidate's skills, experience and interests may include writing breaking news stories and taking charge of ancillary information resources. The ideal candidate has a journalism background, experience copy editing for a daily news publication using PC-based editing tools, and a firm grasp of AP style. *Location: Boston MA and SF CA*
Contact: E. Heichler, Fax: 617-423-0240, Phone: 617-239-7841, Email: elizabeth_heichler@idg.com

Administrative Assistant - On-line (IDG/B) The administrative assistant provides organizational and clerical support to the On-line Marketing Department, as well as customer service support by responding to and/or routing our Web site e-mail. The successful candidate will have experience with MS Office;basic knowledge of the Internet and working knowledge of HTML a plus; some project management skills, at least 1 year office experience; must be detail- and customer service-oriented with strong communication, organization, and planning skills. Publishing experience and/or internet/on-line research knowledge. *Location: San Francisco CA*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Audience Development Manager - On-line (IDG/B) The Audience Development Manager builds the traffic, product sales, and brand visibility for the Dummies.com, Cliffsnotes.com and Idgbooks.com Web sites through advertising, promotion, and partnerships. Knowledge of Internet marketing strategies and site promotion techniques gained from working on a Web site, as well as direct marketing experience in more "traditional" media. Experience in managing an online database and shopping system. Good communication skills, strong deal-making skills, project management, ability to convince others with diplomacy and inspire hard work. Minimum 3 years of professional experience doing marketing and/or sales for an on-line service or e-commerce Web site and minimum 3 years supervisory experience and managing projects. *Location: San Francisco CA*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Business Development Manager, On-line (IDG/B) The Business Development Managers (On-line), work with a team of Business Development professionals to create relationships and strategic partnerships between our on-line content knowledge products such as Cliffs, Dummies and Frommers and other on-line businesses and Web sites that will generate on-line traffic and revenue growth. Bachelors degree or equivalent experience. Requires 5+ years account management/relationship management experience with strong sales, presentation and negotiation skills. Strong understanding of the Internet commerce area and experience with fast moving entrepreneurial startup organization desired. Solid listener with effective facilitation skills as well as excellent verbal and written communication skills, a must. *Location: San Francisco CA*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Associate Buyer (IDG/B) Responsibilities include estimating and cost analysis; establishing and tracking schedules; ordering and overseeing prep, printing and binding for a widely varied list of reprints, imports, and front list titles. Provide departmental support. The successful candidates must have 1-2 years of experience, and excellent written and verbal communications skills. Minimal to moderate printing knowledge preferred. *Location: New York NY*
Contact: J. Meyers, Fax: 212-654-4731, Phone: 212-654-8504, Email: nyjobs@idgbooks.com

Business Manager, On-line (IDG/B) The Business Manager-Online oversees business management and planning functions for the On-line function/business unit. Acts as a consultant and finance representative, fully understands the various functions, and helps direct and measure performance against IDGB financial objectives. Additionally, integrates and works with the other financial members across the organization to provide On-line perspective and objectives on the financial strategies. Required experience includes: project and people management skills; ability to prioritize multiple objectives; superior verbal and written communication skills; knowledge of the design, implementation and use of databases; knowledge of the use of data access and data analysis tools; and advanced knowledge of financial, accounting, and operational activities. Bachelor's degree or equivalent experience with at least 5 years financial analysis. *Location: San Francisco CA*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Director/VP of On-line Content, Cliffs Notes/Dummies (IDG/B) The Director/VP of On-line Content, CliffsNotes & Dummies, will develop and implement a strategic plan for growing IDG Books' on-line CliffsNotes & Dummies business into top on-line destinations. Five+ years experience in branded company, preferably one that has retail products of an educational nature; 1-2 years experience in an on-line industry; 3-5 years management experience; minimum of 1 year experience in branded product and brand management; budget creation and management and experience in third party partnerships necessary. *Location: San Francisco CA*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

VP Sales & Marketing,On-line (IDG/B) The VP of Sales and Marketing will head up the sales and marketing functions for the on-line content knowledge business products including Cliffs, Dummies and Frommers product line extensions. Will develop and implement the sales and marketing strategy; responsible for advertising sales, sponsorships, individual electronic products and merchandising programs. Bachelors degree or equivalent, plus 7-10 years senior technology marketing and sales experience, strong contacts within the technology/ consumer book advertiser community and agency community. Superior writing/analytical skills, exceptional marketing instincts and strong managerial skills. Demonstrated ability to work in a fast-paced, dynamic environment. *Location: San Francisco CA*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Web Designer (IDG/GMG) GameProWorld.com the Internet division of IDG Games Media Group, publisher of GamePro magazine, the world's largest multiplatform gaming magazine is seeking a Web Designer. This position will focus entirely on complete visual presentation of gameproworld.com. Candidate will work closely with the Product Manager and On-line Production team, maintain fresh visual concepts on a daily basis, and create interactive media for on-line advertisements and promotional events. This candidate must have strong graphic design skills, with experience with on-line design. Photoshop, Illustrator/Freehand, and Flash skills a must. HTML and/or Javascript, plus an interest about videogames and on-line entertainment a plus. Position is located in San Francisco, CA. Candidates can e-mail cover letter with salary requirements, URLs, and resume. *Location: San Francisco CA*
Contact: W. Maruyama, Fax: 415-546-5225, Phone: 415-978-2229, Email: wmaruyama@gameproworld.com

Assistant Entertainment Editor (IDG/GMG) GameProWorld.com, the Internet division of IDG Games Media Group, publisher of GamePro magazine, the world's largest multiplatform gaming magazine, is seeking an Assistant Editor to work directly with the Entertainment Editor. Responsibilities include developing and writing creative, unique content ideas for a variety of themes in a growing number of channels (Movies, Music, and Sports). Integrating these ideas alongside freelance and third party content and producing necessary new content as new entertainment channels are added and developed. This position will work with Product Management to define the future of the entertainment site. Qualified candidates will have BS or BA degree in mass communication, journalism, English or related field. Some media/web experience preferred. Must be detail-oriented, team player, flexible and able to produce quality work and handle multiple tasks in a fast- paced, fast-changing environment. Sense of humor appreciated. Candidates can e-mail cover letter with salary requirements, resume, and writing samples. *Location: San Francisco CA*
Contact: W. Maruyama, Fax: 415-546-5225, Phone: 415-978-2229, Email: wmaruyama@gameproworld.com

Entertainment Editor (IDG/GMG) Seeking an experienced Entertainment Editor with 5+ years of editing experience, excellent writing ability, supervisory/management experience, and extensive experience with popular teen culture. In addition to supervising other editorial staff, this person will develop and manage the channel's entertainment content; edit manuscripts and work with freelancers; create content, including reviews, previews, features, news and strategies; and act as a representative of GameProWorld.com. This position requires 5+ years of professional journalism (magazine or Web) experience that includes developmental editing, excellent writing skills, expert knowledge of cutting edge entertainment and the Internet, and supervisory experience. Must be a self-motivated, professional, and mature team player with leadership abilities. Must possess energy and drive to produce quality copy while adhering to tight deadlines within a very fast-paced, team-oriented on-line publishing environment. Knowledge of HTML, Adobe Photoshop and Premiere a plus. Position is located in San Francisco, CA. Email resumes with salary requirements. *Location: San Francisco CA*
Contact: W. Maruyama, Fax: 415-546-5225, Phone: 415-978-2229, Email: wmaruyama@gameproworld.com

Marketing Manager, On-line (IDG/B) The Marketing Manager-Online is responsible for marketing programs within the online content knowledge product lines such as Cliffs, Dummies and Frommers. Develops marketing initiatives including merchandising, promotions and channel specific advertising. Bachelor's degree or equivalent and 5 - 7 years' professional marketing experience. Recent e-commerce or direct/on-line marketing experience desired. Ability to work with a fast-paced, dynamic team of entrepreneurial professionals. Excellent verbal and written communication skills a must. *Location: San Francisco CA*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Managing Editor (IDG/GMG) GameProWorld.com the Internet division of IDG Games Media Group, publisher of GamePro magazine, the world's largest multiplatform gaming magazine is seeking a Managing Editor. Responsibilities include refining and maintaining the editorial production processes including managing copy editors, proofing and coordinating multimedia and interactive database elements, and overall format checking to ensure the professional and error-free publication of Gameproworld.com. Creating new processes for new on-line sections and services as they are developed, and to coordinate and assist in the development of new multiple content streams across various channels and media. Ensuring that all related deadlines are met, managing a growing staff of copy editors and as necessary copy edit and proofread content both before and after on-line "posting." Ideal candidate will have a mix of experience as an on-line producer and managing editor. Minimum of three years copy editing or on-line production experience with one year in management. Experience in editing copy for a daily news or wire service and managing the production flow and process for multimedia and on-line elements is a must. Working knowledge of Quark, Word, and Excel. Working knowledge of the Chicago Manual of Style. Ability to work well under pressure and to adhere to hourly, daily, weekly and monthly deadlines. Must be familiar and enthusiastic about the Internet / games industry. Candidates can e-mail cover letter with salary requirements, resume and writing samples. *Location: San Francisco CA*
Contact: W. Maruyama, Fax: 415-546-5225, Phone: 415-978-2229, Email: wmaruyama@gameproworld.com

Networking/Telecom Editor (IFW) InfoWorld is seeking an Associate News Editor to lead its coverage of the networking and telecommunications markets. Duties will include managing a team of reporters; the creation and development of story ideas; editing stories both for InfoWorld.com and the print publication; and attendance at industry trade shows. The successful applicant will have a minimum of five years experience in a high-technology news environment, ideally with experience of managing and training reporters. Knowledge of the networking and telecommunications markets a definite advantage. *Location: Flexible, East or West Coast.*
Contact: M. Woollacott, Fax: 650-312-0668, Phone: 650-312-0626, Email: matthew_woollacott@infoworld.com

Senior Editor (IFW) InfoWorld is seeking a highly motivated, multi-tasking senior editor to lead and manage the day-to-day editing and coordination responsibilities for InfoWorld's Careers and Management section and the Career Currents page. The senior editor will be responsible for developing article topics with the Features Editor, coordinating content for the weekly section, editing and filing articles, working with the on-line team to coordinate relevant on-line content, and leading section-related projects when appropriate, including the annual InfoWorld Compensation Survey. Strong journalism background, leadership skills, and up to five years publications experience are a must. A passion for covering technology careers and management topics and experience managing editorial sections is preferred. *Location: San Mateo CA*
Contact: S. Santinelli, Fax: 650-312-0668, Phone: 650-525-3498, Email: siobhan_santinelli@infoworld.com

Account Manager (ITworld) The Business Development Account Manager will be responsible for administering and assisting in the management of ITworld.com's contractual co-brand agreements for researching new business opportunities and for providing analytical and implementation support to the Business Development team and related ITworld.com departments. Develop thorough familiarity with all aspects of contractual co-brand services and day to day business relationships between ITworld.com and partners. Maintain and administer all relevant contracts. Monitor performance of co-brand against specified revenue goals. Prepare and present detailed reports and assessment of co-brand service activity, site statistics, product sales, marketing campaigns, and status of compliance by partner. Monitor client satisfaction and accurately maintain and update relevant all client information. Organize and participate in regular conference calls with account managers from service partners and present at weekly department meetings. Work directly with partner representatives to facilitate communications with ITW departments, identify and resolve problems or conflicts, and generally work to ensure timely response and follow-up and a high level of professional coordination between ITW and all co-brand partners. Work effectively with Editorial, Research and Technology to develop and execute the launch and maintenance of new co-brand services as well as with Marketing and Audience Development to develop and execute co-brand-marketing plans that extend the ITW brand and maximize revenue. Prepare and present detailed reports for ROI measurement of co-brand marketing campaigns. Requirements -three + years business development, marketing and/or interactive media product management experience required. Experience with integrated strategic partnerships a plus. Proven co-marketing and direct marketing implementation experience. Familiarity with Internet business models. Demonstrated knowledge of the IT marketplace and technical strategies for on-line site development. Excellent project management, analysis, negotiation, and communication skills. *Location: Southborough, MA*
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Operations Coordinator (ITworld) Exciting opportunity to join the growing Advertising Operations team at ITworld.com. Primary responsibilities for this position include the scheduling and coordination of editorial driven newsletters and the creation of advertiser driven newsletters. You will work closely with sales reps, clients and partners to format creatives and in-house ads, and will be responsible for posting all creatives into an in-house newsletter production system. If you thrive in a deadline-centric environment, have a huge attention to detail and can juggle many tasks at once, this is the job for you. The successful candidate will have experience in Word, Excel and an aptitude for graphical creative packages. *Location: Southborough MA*
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

District Sales Manager (ITworld) ITworld.com is looking for a dynamic District Sales Manager. This hands-on position will manage a district sales function in support of, and reporting to, the Regional Sales Manager. Position is based in the NY/NJ area and requires a self-starter to manage an exploding territory. The successful candidate will possess a minimum of 2-3 years of proven online sales experience, in-depth knowledge regarding Internet advertising sales and processes, and the demonstrated ability to provide superior customer service. The candidate must be a dynamic, self-starting, detail-oriented team player who excels in a fast paced, competitive sales environment. A proven track record in online ad sales within the Information Technology industry is preferred.
Location: New Jersey; New York NY
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Associate Editor, LinuxWorld (ITworld) As a key member of the leading on-line magazine serving the technical Linux/Open Source developer community, the Associate Editor will work closely with the Editor-in-Chief to develop new content that covers the crucial issues for Linux/Open Source developers, project managers, and the trends in the Linux/Open Source industry. Further duties include maintaining effective relations with authors, as well as acting as a magazine representative at trade shows, press conferences, and other industry events. The editor will develop, assign, and edit technical feature stories, news articles, and other content. The editor may write news articles. Employ creativity, self-motivation, and attention to detail, accuracy, and a desire to keep up with new technologies in an ever-changing industry. Employ excellent writing, analytical, and journalistic skills. Position requires minimum of three years of experience in computer journalism, with knowledge of on-line publishing desirable. Familiarity with Linux/Open Source technology, products, and market is desired. Keen knowledge of the Internet market, including applications, programming, and technologies. Proficiency with planning new content. Excellent writing, analytic, and journalistic skills. Good phone skills. A working knowledge of a word processing program. Ability to develop and maintain effective relations with authors, as well as act as a representative of magazine at trade shows, press conferences, and other industry events. Creativity, self-motivation, willingness to keep up with new products and technologies. Experience working as part of an editorial team. Ability to ensure accuracy of technical details in articles and other LinuxWorld content. Programming and/or reporting experience a plus. *Location: San Francisco CA*
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Associate Editor, Features (Mac Pub) Macworld Magazine seeks an Associate Editor for our Features team. The Associate Editor is responsible for developing, planning, assigning and editing 4-10 page feature stories. The Associate Editor must stay on top of the booming Mac Market, concerns of leaders, plan stories with an eye to multiple points of entry. Also, the Associate Editor will work closely with the Art Department, the Macworld Lab and help writers turn technical jargon into lively and accessible prose. The Associate Editor will also have some opportunities to write reviews and stories. Candidates should have two or more years of journalism experience. Technology journalism background strongly preferred. Any special knowledge/background in a particular part of the Mac market (i.e. publishing, 3D graphics, audio, etc. a big plus! The ideal candidate will be familiar with major companies active in the market and be eager to make connections in the Mac community. *Location: San Francisco CA*
Contact: S. Sawyer, Phone: 415-243-3562, Email: ssawyer@macworld.com

Associate Editor, Reviews (Mac Pub) Macworld Magazine seeks an Associate Editor for our Reviews team. The Associate Editor is responsible for researching products for review, ordering the products; organizing product testing, assigning authors for each, and editing reviews. This involves staying on top of the ever-growing Mac market and the concerns of our readers, and helping writers turn technical jargon into lively and accessible prose. Candidates should have two or more year prior journalism experience. Technology journalism background preferred. Candidates will work with many authors and vendors, so strong organizational skills and the ability to juggle many deadlines is a must! *Location: San Francisco CA*
Contact: S. Wu, Fax: 415-267-1742, Phone: 415-978-3272, Email: su-tsen_wu@idg.com

Sales Assistant (NWW) Excellent opportunity exists for an experienced Sales Assistant who enjoys a fast paced environment and a variety of assignments. In this position you will work closely with and support the sales efforts of our Senior District Sales Manager. You will utilize your superior customer service skills in developing ongoing relationships with our clients. You will also be responsible for coordinating events, ordering supplies, conducting Internet searches, database management, travel arrangements, file management, fulfilling customer requests, and assisting co-workers as needed. To qualify for this highly visible position you must be proficient in a Microsoft Office environment (Word/Excel/PowerPoint) and have the ability to use the Internet for research work and email for daily correspondence with customers. The successful candidate will have excellent organizational skills with a high attention to detail. In addition you must have excellent communication and customer service skills. Two year's previous experience working in a sales environment is preferred as well as familiarity with Lexis-Nexis and Saleslogix softwares. *Location: Devon; PA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

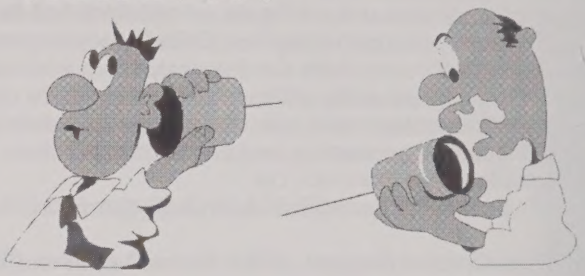
Fusion Account Executive (NWW) Network World is looking for an Account Executive to join our On-Line Fusion Team. Individual will work with the Fusion Group Sales Manager and NWW print sales staff to increase advertising sales revenue for Network World Fusion. Major responsibilities will include handling RFP's, developing relationships with existing and prospective customers, sales call follow-up, interfacing with Ad Operations, and presentation preparation. The ideal candidate should have some sales experience, be highly organized, work independently and have strong computer skills with the ability to handle and follow through with a variety of projects required. *Location: San Mateo CA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

Assistant Managing Editor, Print (PCW) Major responsibilities of the Assistant Managing Editor will include tracking the flow of articles through the editorial process; creating and updating status sheets; organizing and scheduling story conferences and art planning meetings; and reviewing layouts and proofs. The ideal candidate will be extremely detail-oriented and have very strong copy editing and language skills. Excellent people skills with the ability to encourage and foster teamwork are required. We are looking for a disciplined self-starter who is focused on deadlines. *Location: San Francisco CA*
Contact: K. Stein, Fax: 415-442-1891, Phone: 415-974-7362, Email: kimberly_stein@pcworld.com

Associate Editor, Print News (PCW) The Associate Editor for News will co-manage PC World's New Products section, write Top of the News stories, meet regularly with vendors and travel to vendor trade shows. This editor will be charged with keeping PC World's print and on-line editorial management apprised of new products and trends that warrant coverage. Qualified candidates will have at least two years' experience reporting on PC technology and a thorough understanding of the industry's products and vendors. Candidates should be creative thinkers with enthusiasm for the subject matter and must be able to produce clean, publishable copy. Bachelor's degree or equivalent work experience required. *Location: San Francisco CA*
Contact: R. McLeod, Fax: 415-442-1891, Phone: 415-978-3151, Email: ramon_mcleod@pcworld.com

IDG Employee Referral Bonus Plan

Keep Spreading the news....



Just fill out this form and attach it to the resume. If the person you refer is hired you will receive a bonus of up to $500*.

- $500* for each referral that results in a regular full-time or part-time hire within participating divisions.
- $200* for casual part-time referrals working a minimum of 20 hours.
- With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize -- $2,000 Runner-Up -- $1,500

RULES

- Employees of all IDG Divisions are eligible to participate; however, you will only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days.
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within his/her own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date:______________________________________

Applicant's Name:__________________________

Position Referred to:_______________________

Company Name:_____________________________

Referred by: (Employee Name)_______________

Company Name:_____________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

For Human Resources Only

Employee Receiving Bonus:__________________

Company Name:____________________________

Referred Employee:_________________________

Company Name:____________________________

Date of Hire:______________________________

Ninety Day Date:___________________________

Charged to BU/Department# _________________

H.R. Signature:____________________________

Bonus check to be given to:_________________

Bonus Amount: ____________________________

**Referral bonus amounts may vary within IDG. Check with your Business Unit's HR Department for details.*

Previous fellowship winners reflect

Past winners say the fellowships have provided them a holistic experience that has helped them improve how they do their jobs.

"My trip to Tokyo was a very valuable experience for me, primarily because it exposed me to so many things in a relatively short amount time," said **Rich Brewer,** program manager, Network and Outsourcing Services Research, who was an FY99 Global Fellow. "For example, accompanying a colleague on a vendor visit in a foreign country let me learn simultaneously about the culture of the local IDC office, the business culture of the host country and the culture of the individual client company, each of which gave me a context that I never could have gained by participating in a conference call from the U.S."

Last year, Internet Senior Research Analyst **Alessandra Pinza** of IDC Italy visited IDC Nordic in Copenhagen to increase cooperation between the two offices. While there, among other accomplishments, she translated Italian case studies that IDC Nordic added to its European Web Sellers report. Pinza still collaborates with IDC Nordic on other newsletters and bulletins. "Apart from the business aspects, my experience was very satisfying personally," Pinza said. "I learned to live as a Danish person, riding my bike and eating earlier in the evening. I enjoyed the Danish *hygge*, that particular atmosphere that arises when you are around a table with candlelights, *gammel dansk* to drink and new tastes to discover like *frikadeller* (meatballs)."

Fellows

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IDG WORLD UPDATE

Dawn Daggett

Senior Marketing Specialist, Software Research Group, IDC U.S. (Framingham)

Work with marketing and software analysts at IDC offices in London and Copenhagen to share best practices and to roll out coordinated marketing campaigns for IDC's software research in Europe.

Sujoy Sen

Senior Analyst, IT Services Research, IDC Asia/Pacific

Work with the services team in Framingham, Mass., to get up to speed effectively on their approach and methodology towards solution integration. Based on this, I will publish an overview report on solution integration in Asia/Pacific.

Erez Henig

Sales and Marketing Director, IDC Israel

Work with the IDC U.S. Consulting Group on improving how the Consulting Group and IDC country offices collaborate to sell and manage international consulting projects to non-U.S.-based companies.

IDG WORLD UPDATE

Michael Carbonneau

Manager, International Access Service and IDCPassport, IDC U.S.

Visit the IDC EMEA office in London to work with the IDCAccess group global client base as well as assist in the launching of the IDCPassport service in Europe.

Katrina Menzigian

Program Manager, CRM and Call Center Services, IDC U.S.

Visit IDC Benelux to further explore European CRM Services issues; one of our primary research initiatives is to create a worldwide CRM Services survey panel.

Alex Manfrediz

Research Analyst, Enterprise Solutions IDC Latin America (Miami)

Visit IDC Australia to select comparisons of Latin America and Asia/Pacific end user (industry) data with a focus on Australia/Brazil markets.

IDG WORLD UPDATE

Tina Adams

Senior Client Services Representative IDC U.S. (Mountain View, Calif.)

Visit IDC U.K. and leverage what I have learned regarding IDC's policies and procedures for the implementation of a timely and effective U.K. CSR organization.

Euan Davis

Senior Research Analyst, European eBusiness Services, IDC U.K.

Visit IDC Central Europe to map current and future levels of e-business solutions for the Eastern European region, and gain an understanding of how e-business will influence the commercial resurgence of the region. Enhance communication between the IDC offices to further the ability to transfer knowledge and develop accurate market sizing information.

IDG WORLD UPDATE

Amy Shluger

Senior Human Resources Representative IDC U.S. (Framingham)

Visit IDC Nordic/Copenhagen to introduce the advanced analyst training modules to enhance Europe's existing New Analyst training program.

Coming up

European Telecoms Forum 2000
March 20-21
Hotel Excelsior Lido
Venice, Italy
Contact: IDC Italia
Tel: +39-02-28457-1
www.idcresearch.it/forum/etf2000

iB2B
March 22-24
Boca Raton Club & Resort
Boca Raton, FL
Contact: The Industry Standard
Tel: 415-733-5400
www.thestandard.com/ib2b

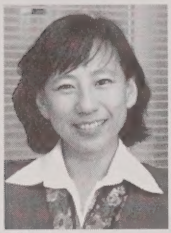
Singapore Linux Conference/LinuxWorld 2000
March 23-25
Singapore International Convention and Exhibition Center
Contact: May Loo
mayloo@idgexpo.com.sg
www.linuxworldexpo.com.sg

European IT Management Forum
March 27-28
Hotel Arts
Barcelona, Spain
Contact: IDC European Conference Centre, Brussels, Belgium
Tel: +32 2 626 13 92
www.itforum@idcresearch.it

noteworthy people

STEVEN GONZALEZ

Fredericks


IDG WORLD UPDATE

Wu

IDG WORLD UPDATE

Sims

IDG WORLD UPDATE

Grospe

IDG WORLD UPDATE

Ramos

IDG WORLD UPDATE

Brooks

Promotions

InfoWorld Senior Prepress Technician **Barbara Fredericks** makes the move to production project manager. "During the past few months Barbara has done an incredible job at spearheading and implementing the production and ad coordination workflows of the new IT Careers section in *InfoWorld*, *Network World* and *Computerworld*," said **Judy Mallman**, digital prepress manager. "Barbara's pro-active attitude, combined with her determination and technical prowess, has made this multifaceted project an ongoing success — the first of its kind across the three titles."

Network World Vice President/Information Systems **Michael Draper** has been promoted to vice president/systems and technology. "Mike has radically transformed IS into a strategic weapon and our IS and imaging teams into the most knowledgeable and serviceable teams in the industry," said **Evilee Thibeault**, NW president and publisher. "When Mike first joined us his goal was to strategically map technology to improve operations and our competitiveness in the marketplace and, as a result, he's been a key contributor to all aspects of our business."

PC World Human Resources Assistant **Julie McKie** has been promoted to human resources representative. "Julie joined *PC World* in July and quickly mastered the day-to-day responsibilities of the job and set out to take on more," said HR Director **Kate Coldwell**. "From the start, many commented on her friendliness and her seemingly unflappable good humor. Her calm, capable approach to the myriad questions, complaints and snafus that make up our days continues to impress."

ITCareers Western Regional Manager **Dee Smith** has been promoted to national director, ITCareers Major Accounts. "Dee joined IDG in 1997 as the third employee of *InfoWorld*'s Enterprise Careers Department," said **Janis Crowley**, ITCareers vice president/general manager, "and was instrumental in successfully building the recruitment advertising section. In her new role, Dee will work with the regional managers to develop customized print and online campaigns for ITCareers' major accounts."

New employees

Previously human resources manager at DFS North America ("better known as Duty Free Shoppers"), **Su-Tsen Wu** is now IDG Communications human resources manager. She earned a B.S. in personnel management and labor relations from San Francisco State University and recently received a PHR (Professional in Human Resources) Certification. She enjoys reading, trying new recipes and walking with her dog Max.

Previously advertising director with Fawcette Technical Publications, **Richard Sims** is now regional sales manager for *InfoWorld*. He studied business administration at California State University/Hayward and is an avid fisherman.

P.J. Connolly, having "survived two magazine closings in 13 months while keeping my sense of humor intact," is now a technology analyst with the InfoWorld Test Center. He last worked as a technical editor for Miller-Freeman Inc.'s *Performance Computing* magazine. He holds a B.A. in English and European history from Northwestern University in Chicago and enjoys skiing, eight-ball, nine-ball and a variety of spectator sports.

Sales Administrative Manager **Ron Grospe** comes to *InfoWorld* from Federated Department Stores where he was the Polo sales manager. He holds a B.S. in marketing with a minor in speech from California Polytechnic State University in San Luis Obispo and enjoys skiing and Golden State Warriors basketball. In 1995 he won the Showcase Showdown on the game show "The Price Is Right."

InfoWorld has hired **Marciano Ramos** as facilities coordinator. He was previously with the Best Western Grosvenor Hotel and studied software application at San Francisco's Heald Business College. Away from the office he follows the real estate industry.

Previously an account manager for family business Henry Construction, **Christopher Alan Henry** is now a sales associate with *InfoWorld*. He graduated from San Jose (Calif.) State University with a B.S. in business management and enjoys snowboarding, exercise and golf.

Once a freelance contributor to *InfoWorld*, **Tom Yager** is now senior technical analyst in enterprise computing for the publication. He enjoys photography and music and his book on Windows2000 Web applications will be published by Prentice-Hall in April.

Previously a freelance writer, editor and Spanish teacher, **Scott Friese** comes to IDG Books' Foster City, Calif., office as an online content editor for its *For Dummies* and *CliffsNotes* sites. He holds a B.A. in history and Spanish from Villanova University in Villanova, Pa., and an M.A. in Spanish literature from Middlebury College in Middlebury, Vt. Away from the Web sites he enjoys hiking, climbing and photography.

IDG Conference Management has hired **David Brooks** as a customer service specialist. He was previously in sales with Tri-Valley Convention and Visitors Bureau in Pleasanton, Calif. He earned a B.S. in recreation administration with a concentration in commercial tourism from California Polytechnic State University in San Luis Obispo. He enjoys travel and golf.

IT Manager **Jennifer Sison-Torres** comes to Mac Publishing L.L.C. from Kinko's where she was manager of technology. She studied graphic design at Platt College in San Francisco and

continued next page

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20

Ed Scannell *InfoWorld*

18

Fernando Moran *IDG Spain*

17

Dorthe Theodoraki *IDG Denmark*

16

Leif Rasmussen *IDG Denmark*
Wolf-Dieter Lorenz *IDG Germany*

14

Melanie Guy *Computerworld*
Christine Cavelle *IDG France*

13

Paul McCloskey *FCW Government Technology Group*

11

Andy White *Laurentian Technomedia*
Pauline White *Laurentian Technomedia*
Martin Faltstrom *IDG Sweden*

10

Christina Corbett *InfoWorld*
Sandra Kolste-Jimenez *InfoWorld*
Eric Lewis *IDC*
Sabine Terras *IDG France*

6

Tomoko Kiyotsune *IDG Japan*
Dinesh Kumar *IDC New Zealand*

5

Andreas Bergsman *IDG Sweden*
Fabrice Dalongeville *IDG France*

4

Carolyn April *InfoWorld*
Henri Froissart *PC World*
Linda Grubbs *PC World*
Alicia Grob *IDG Argentina*
Kevin Hause *IDC*
Yuka Hayakawa *IDG Japan*
Ching Lee *IDG Taiwan*
Richard Robinson *IDC U.K.*
Alain Godet *IDG France*
Soline Chapuis *IDG France*

3

Janni Gatzwiller *IDG Denmark*
Leslie Herd-Mathewson *InfoWorld*
Robert James *PC World*
Thalia Karakitsios *PC World*
Duk-Hwan Oh *IDC*
Carl Olofson *IDC*
Masakazu Hanawa *IDG Japan*
Frederique Jacquot *IDC Malaysia*

2

Catherine Chung *IDG Hong Kong*
Vivian Miles *InfoWorld*
Jason Bishop *PC World*
John Lyons *IDC*
Joyce Hsu *IDG Taiwan*
Cathy Lai *IDG Taiwan*
Florence Schmit *IDG France*

1

Pia Tovgaard *IDG Denmark*
James King *Laurentian Technomedia*
Amy Kotsopoulos *IDC*
Lorraine Laundry *IDC*
Heather McAllister *IDC*
Thomas Murphy *IDC*
Susan Moll *IDC*
Richard Yen *IDC Japan*
Yvonne Lu *IDG Taiwan*
Walt Lee *IDC Korea*
Franck-David Lecocq *IDG France*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

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photography at Sacramento City College.

IDG Conference Management Co. has hired **Teri Whitehair** as an executive assistant. She previously held similar titles at the Institute of Research on Learning and the State of the World Forum. She holds a B.A. in psychology and elementary and early childhood credentials, both from California State University. In her spare time she enjoys aerobics, scuba diving and cross-country skiing.

Robert Gomez is now a copy editor with ITworld.com in San Francisco, coming from Upside Media where he held a similar position. He graduated from California State University/Fresno with a B.A. in journalism and is currently taking computer classes and guitar lessons.

Charul Vyas has been hired by IDC as a wireless and mobile communications analyst in its Austin, Tex., office. He was previously a staff writer at *The Austin Business Journal* and holds a B.A. in journalism from the University of Texas/Austin. Away from his desk he enjoys photography.

Previously an account executive in IT exhibit sales with Digital Consulting, Inc., **Judy Tyler** is now a senior inside sales representative at IDC's Framingham office. She holds a B.S. in business administration from Boston's Northeastern University and an M.S. in applied management from Lesley College in Cambridge, Mass.

Ted Freeman joins IDC East Central Europe as a senior analyst, coming from his role as a consulting analyst with Frost and Sullivan. He earned a B.A. in Korean from Brigham Young University in Provo, Utah, and an M.A. in international business studies from the University of South Carolina. In his free time he enjoys reading and weight training.

Most recently an operations consultant in the Charles Schwab corporate travel group, **Joshua Friedman** is IDC West's new senior research analyst, online travel. He earned a B.A. from the University of California/San Diego and an M.B.A. with a marketing focus from San Francisco State University. He recently completed the California AIDS Ride.

Michael Pedrotti is IDC's newest senior sales associate, software, coming from Xerox Corp. where he was a business development representative. He graduated from the University of Southern California with a B.S. in business and is currently pursuing an M.B.A. at the University of California/Irvine. When not studying he enjoys mountain biking, skiing and golf.

Transfers

Previously a conference manager with IDG Expo Management Co., **Cara Peters** is now an account manager with *Network World*'s Direct Response Advertising group. She graduated from Merrimack College in North Andover, Mass., with a B.S. in business administration.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

celebrating 10!

Name
Fernando Rodriguez Cabello

Home
Madrid

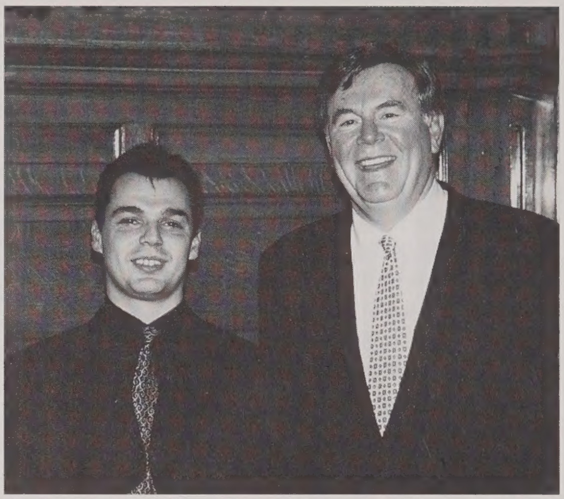
Joined IDG Spain
Sept. 1989

Career path
Staff writer for *Commodore World* and *AmigaWorld*; trainee at *Comunicaciones World,* where I learned about networking and communication technologies, writer at *PC World España* where I focused on games and product reviews and later became the coordinator of both sections.

After I learned more about modems and bulletin board systems (BBS), a colleague of mine, Daniel Miñana, and I started an IDG Spain BBS for employees and contributing editors. Thanks to its success, I began working on another online system, IDG Online, that began as an internal system but later became public and had 2,000 paid external subscribers. IDG Spain gave me the opportunity to visit *PC World* in San Francisco in 1996 to learn about test center methods and new Web technologies. When I returned I began working fulltime for IDG Online, which is now called IDG Nuevas Tecnologiás and is a value-added service for our publications' readers.

Current responsibilities
As editor for iWorld I review and decide the contents and update the iWorld Web site. I also contribute to *PC World España* and *Computerworld España*.

Literary accomplishments
I've authored a book about WordPerfect Presentation and co-authored another book about Knosys. I'm also a member of the Spanish Scientific and Technical Writers Association.



IDG Chairman ***Pat McGovern*** *escorted* ***Fernando Rodriguez Cabello*** *(left) to dinner last year at the Hotel Ritz in Madrid in honor of Fernando's 10th anniversary at IDG Spain.*

Education
Two degrees in journalism from the Complutense University of Madrid and the European University of Madrid.

Outside interests
Spending time with friends and learning to play the electric guitar.

Manager's profile
"Fernando is a professional who really enjoys what he does, and he specializes in getting the most from his team. And most importantly: he always surprises me with new editorial ideas, visions and ways of doing things. When Fernando was promoted to editor-in-chief of iWorld, he found a big challenge: to build an editorial team for iWorld and to improve the magazine focus and visibility in the market. He has reached both objectives. The iWorld staff is an example of teamwork inside IDG Spain, and the magazine is the No. 1 Internet Spanish publication."

– Carlos de la Iglesia, publisher/editorial manager, IDG Spain

Phone change in United Arab Emirates

Phone numbers in the United Arab Emirates now have seven, rather than six, digits. The new numbers for CPI, publisher of *Computer News Middle East, Network World Middle East* and *Reseller World Middle East* are:

Tel: +971-4-351-5316
Fax: +971-4-359-8486

IDC's office in Dubai, UAE, is being reorganized and new contact details will be forthcoming.

Weekly Webby

URL: www.webbyawards.com

The nominees for the 4th annual Webby Awards have been announced. That brings 135 of the best Web sites to the world's attention. Picking just one this week would have been a travesty — and as of press time the nominating judges of The International Academy of Digital Arts and Sciences were still voting — so we encourage you to go and review all of them online now. Since the 1999 nominees were announced, the Internet has continued to move at, well, Internet speed, and the nominees for The Webby Awards 2000 are certain to reflect advancements at that breakneck pace. Fresh to the fray this year are nominees in five new categories: Activism, Broadband, Kids, Personal Web Sites and Services. What hasn't changed, however, is the ways that you can participate in The Webby Awards. You see, there are actually two awards given in each category: The Webby Award, decided by The Academy, and the People's Voice Awards, decided by you. Simply register to vote, and then while you peruse the nominees in your favorite categories, you can cast your votes for the best sites. Then stay tuned here, to *IDG World Update's* Weekly Webby, for profiles of the nominees. Happy voting!

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

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VOLUME 30, NUMBER 12

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Computerworld Norge's ebusiness a hit with advertisers and readers

With Internet publications "draining the juice" out of many traditional IT newspapers in Norway, the staff of *Computerworld Norge* was searching for ways to develop its core product and provide its customers with add-on value while targeting new readers and advertisers. Its solution – *ebusiness*, a monthly tabloid inserted into *Computerworld* – is not only looking like a winner for *Computerworld Norge*, but is a likely candidate for "export" to sister publications in the product line, according to IDG Norway Managing Director **Morten Hansen**.

KNUT HAUGE

*Journalists **Christian Jahr**, **Henning Meese**, **Jonas Blich Bakken** and Executive Editor **Tom H. Berglie** show off copies of the debut issue of IDG Norway's ebusiness publication.*

Launched this month, the 32-page publication has attracted an encouraging response from advertisers, five of which immediately signed on as sponsors. "The sponsor packages, which are really just a package of at least five advertising pages at the normal price, provide the clients with exclusivity and ensure that their ads will appear in the first several issues," Hansen explained. "To make it attractive, we are providing sponsors with extra banners on our Web site [www.computerworld.no] free of charge and using their logos in our marketing materials for *ebusiness*." And the strategy appears to be working. Hansen said that new advertisers are clamoring for the same "privileges" as the original sponsors. "A luxury problem, but one that must be addressed, nevertheless," he said.

continued on page 2

PC World captures Grand Neal Award for second year in a row

IDG U.S. publications rack up 24 nominations in the annual Maggie Award competition. See page 5.

It's *déjà vu* all over again for *PC World*.

For the second year in a row, *PC World*'s editorial team has won the Grand Neal Award, the highest honor of the American Business Press (ABP), for the March 1999 special issue on bandwidth, "Web@Warp Speed." Established in 1996, the Grand Neal is selected from the 23 Neal Award winners and presented to the entry that "best exemplifies editorial excellence in the business press."

Furthering their winning streak, for the third consecutive year *PC World* editors were awarded a Neal Award for Best Subject-Related Series for the "Web@Warp Speed" issue, which qualified them for the Grand Neal. The editors also brought home a Finalist Certificate for Best How-To Article for the August 1999 feature, "Troubleshooting Is My Business." Since 1995, the staff has won two Grand Neal Awards and a record 10 Neal Awards — more than any other computer publication.

PC WORLD
FAST Web Access NOW!
Special Issue
YOUR COMPLETE GUIDE TO
Top Regional and National ISPs
Speedup Strategies & Software
Superfast Cable Connections
High-Speed Phone Lines
What's Coming Tomorrow
IDG WORLD UPDATE

PC World's award-winning issue earned the staff its second Grand Neal Award in as many years.

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Coming up

European IT Management Forum
March 27-28
Hotel Arts
Barcelona, Spain
Contact: IDC European Conference Centre
Brussels, Belgium
Tel: +32-2-626-13-92
www.itforum@idcresearch.it

ICe (Internet Commerce Expo)
March 27-30
World Trade Center
Boston
Contact: IDG World Expo
Tel: 508-879-6700
www.idgworldexpo.com/html/events-ice.htm

IDC's App Sourcing Forum
Managing and Growing
A World-Class ASP Business
April 4-5
Hotel Nikko
San Francisco
Tel: 508-872-8200
www.idc.com/Events/asf2000

WebTalk 2000
Opportunities to Mainstream
Internet Voice
April 12
The Denver Marriott
CityCenter
Denver
www.idc.com:8080/events/WebTalk00/default.htm

CIO Perspectives
April 16-19
Ritz-Carlton
Naples, Fla.
Tel: 508-872-8200
www.cio.com/conferences

Storage Networking World
April 17-19
Mariott Palm Desert Resort
Palm Desert, Calif.
Tel: 508-879-0700
www.computerworld.com/snw

IDC's Online Financial Services Forum
May 1-2
The Millenium Broadway
New York, NY
www.idc.com:8080/events/OFS2000/default.htm

ebusiness

continued from page 1

In fact, advertiser response has been so strong that *ebusiness*, which was originally planned as a 24-page publication with a 50:50 ad/edit ratio, launched with 32 pages and will expand to 48 pages for its second issue.

Printed in four colors on the pink newsprint common to a number of business publications in Europe including the U.K.-based *Financial Times*, *ebusiness* is a highly differentiated publication, Hansen said, and the first of its kind in Norway although two competitors are set to launch shortly. "The editorial covers e-business in detail from a business and organizational perspective. We are making it clear that this is not just another computer publication but a publication about economy, finance and people – the new Internet economy."

And that economy is global, Hansen said, which is one reason he feels other *Computerworld* publications might be interested in launching similar products. "The target audience for this publication exists in most economies and it is very similar from country to country. Our editorial and sales philosophy is also very easy to emulate, test and evaluate," he said.

e BUSINESS

Vel bekomme!

De beste internett-investorene

Computerworld ebusiness har vurdert de profesjonelle investorselskapene i internettmarkedet. Undersøkelsen viser at nesten alle investorene er langsiktige, og de krever at gründerne også skal være det.

Venture Partners og Four Seasons likt toppkarakter. De skiller seg ut først og fremst på grunn av evnen til å være med å bygge ut selskapene de investerer i.

SIDE 4 (leder), 15, MIDTEN, 18 og 19

Planlegger gigantportal

Presses av agenter

COMPUTERWORLD

FEM HUNDRE KRONER

ALFA ROMEO 156 Selespeed
SPORTSLIG TIL FINGERSPISSENE

Strong advertiser response enabled the staff to boost the second issue of ebusiness from 32 to 48 pages.

The new publication is being produced primarily by existing *Computerworld* staff, with **Roar Nerdal** serving as editor in chief. Others involved in the project include Journalist **Christian Jahr**; **Tom Helge Berglie**, who is responsible for the design of *ebusiness* and is serving as the publication's executive editor; and journalists **Henning Messe** and **Jonas Blich Bakken**.

ebusiness will be circulated with the 25,000 regular issues of *Computerworld Norge* as well as to new target groups, identified in collaboration with the primary client sponsors. While it will initially appear just once a month, "bi-weekly is absolutely realistic," said Hansen. "Our subscription campaigns will show if there is a marketplace and need for *ebusiness* as a stand-alone title."

For more information, contact Roar Nerdal at roar.nerdal@computerworld.no or Christian Jahr at christian.jahr@computerworld.no. WU

IDG sells TipWorld to Topica; takes equity position

IDG last week announced the sale of TipWorld, a leading publisher of e-mail newsletters, to Topica Inc. IDG will take an equity position in Topica, the leading provider of e-mail-based content in the U.S. Topica has nearly 10 million subscriptions and delivers over 200 million e-mail messages per month.

TipWorld's collection of over 20,000 tips and 140 newsletters will be integrated into Topica's rapidly expanding directory of e-mail newsletters and discussion lists. TipWorld daily tips cover everything from technology, recipes, fitness, financial planning, car care and book reviews.

In addition, Topica and *PC World*, which has published the TipWorld newsletters for several years, will engage in a cross-promotional partnership, and Topica will establish an IDG category where visitors can sign up for newsletters published by leading brands such as *PC World*. IDG and its business units will continue their aggressive publishing program of IT-related e-mail newsletters such as Dummies Daily and those from ITworld.com, Computerworld, PC World and The Industry Standard

"The TipWorld product line has expanded over the last few years at *PC World* to include newsletters on a large variety of consumer-related topics,""noted IDG President and CEO **Kelly Conlin**. "In evolving *PC World*'s strategy, the *PCW* team evaluated the TipWorld product and concluded that continued growth of this product would require brand leverage and domain expertise for topics as diverse as gardening and personal finance – topics that are far afield from *PC World*'s mission.

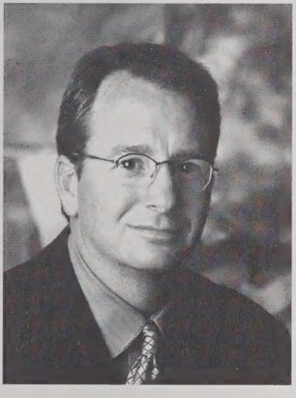
"By partnering on an equity basis with the leading provider of email-based content, and through an innovative cross-promotion program, we can accelerate the customer growth rates for the Internet products of both Topica and IDG," said Conlin.

Jim Welp, editor-in-chief of TipWorld, four editors and three producers will move to Topica. "I'm sure that TipWorld subscribers will be impressed with Topica's comprehensive 'Yahoo-style' directory of e-mail lists, and how easy it is to find and exchange information about their favorite topics," he said.

Founded in 1998, Topica also provides free hosting, archiving, promotion and advertising services. Privately held, Topica is based in San Francisco. WU

executive Q and A

Stephen Moylan
The president and CEO of InfoWorld Media Group is this week's columnist. Part one of his column ran March 13.



InfoWorld at-a-glance

Location
San Mateo, Calif.

History
IDG bought the subscriber list of Intelligent Machines Journal in 1979; changed name to InfoWorld in 1980.

Number of employees
195

Products
- *InfoWorld*
- InfoWorld.com
- CTO Forum (*InfoWorld*'s first reader conference on May 15 in San Francisco for chief technology officers. It is subtitled "Turning Internet Hype into Business Reality.")
- InfoWorld Scoop (a daily e-mail newsletter to 200,000 InfoWorld Scoop subscribers)
- InfoQuote (an e-commerce initiative with our partners at PCorder.com)
- InfoWorld Consulting Services (our fledgling consulting business based on our expertise and Internet knowledge in the InfoWorld Test Center)

Q **What's behind *InfoWorld*'s CTO [chief technology officer] push? Is *InfoWorld* going to focus exclusively on the CTO audience?**

A We will produce our first reader conference on May 15 in San Francisco titled "CTO Forum: Turning Internet Hype into Business Reality." The CTO is quickly emerging as the e-commerce driver in most businesses. The CTO is the person who is "tech smart and business savvy." This is the *InfoWorld* reader: someone who possesses incredible technical knowledge and blends it with real-world business experience. CTO Forum is a logical extension of our brand and will bring the power of our reader to life.

The CTO is a small part of our total audience but represents the pinnacle of the *InfoWorld* reader base. We will continue to serve CTOs, VP's of IS, directors of IS and many of the technical titles within companies. Remember, 30% of our circulation falls into the classification of executive management, and we will continue to service the other 70% of our subscriber base who are still climbing the corporate ladder in their companies. By reading *InfoWorld* they will acquire many of the skills necessary to become a CTO.

Q **What can *InfoWorld* (and other IDG pubs) do to offset business magazines' push into IT advertising?**

A We are very concerned about the competitive nature of the business books. I often say "the big cats (the business books) are now feeding at our watering hole," and we (*InfoWorld* and IDG) must fight back or eventually they will control and dominate our territory. By highlighting the fact that *InfoWorld* delivers the richest source of CTOs and key technology drivers in corporate America, we are pushing back on the business books. Promoting our reach of CTOs allows us to scale into the CXO [CEO, CIO, CTO, CFO, etc.] rank and makes us an important part of any business target.

In addition, we are presenting tons of research that shows enterprise buyers ultimately buy 80% of all technology sold in the U.S. Finally, **Bob Maund**, our senior VP/publisher, who was associate publisher at *Fortune* magazine for 13 years, joined *InfoWorld* more than a year ago to help us expose the myth that the business books reach the key technology decision makers.

Q **What specific strategies do you employ to retain your best employees?**

A One of the most successful strategies is to make InfoWorld a fun place to work. We are going out of our way to create a friendly atmosphere inside the company. Recently, we added a pool table, have thrown several beer blasts, held a number of cookout parties and in general are trying to reach out and recognize our employees more and more. This may sound trivial but creating a fun place to work and friendly atmosphere can make a big difference. Personal notes from the executive team to various employees, gift baskets and champagne to recognize a job well done and tons of recognition at all-company meetings all go a long way.

Furthermore, we are becoming more flexible with our remote-office policy. **Michael Vizard**, our editor-in-chief, is a huge proponent of letting many of our new employees work in remote offices and in home offices. The job market in Silicon Valley is extremely competitive, thus we are opting to let people work out of home offices in the cities they would prefer to live in and the cities they prefer to raise their families in.

Q **Of what achievements are you most proud since taking over as president and CEO at InfoWorld?**

A The launch of InfoWorld.com and CTO Forum have been extremely gratifying. When I was promoted to president/CEO two years ago we had literally no Web presence or reader conference. Please note these two successful initiatives were not a result of Moylan but the result of awesome teamwork from everyone at *InfoWorld*.

In addition, I am very proud of the huge 20th anniversary issue we produced in the fall of 1998. This special issue was close to 300 pages and generated $2 million in revenue in one issue. We sent a complimentary issue to every governor in the U.S. and the top 100 industry executives with a personal note from [then Editor-in-Chief] **Sandy Reed** and me. It was a really fun project and entailed fantastic execution by everyone at *InfoWorld*.

Steve Moylan may be reached at stephen_moylan@infoworld.com.

Network World earns kudos in two categories

Network World was a finalist in Neal Award balloting for Best Single Issue of a Newspaper/News Tabloid and Best Web site.

The hundreds of entries for each Neal Award category are whittled down to just three finalists per category in a multiround review by the judges.

"We were honored to be finalists, particularly because we were the only IT publication that was a finalist in both the publication and Web categories," said *Network World* Editor-in-Chief **John Dix**.

"It's a privilege to be singled out as the 'Best of the Best' two years running. "As business journalists, we strive to publish the most compelling magazine possible and are proud of our special issue and how-to features coverage."

Brad Grimes, executive editor, features

Neal Award

continued from page 1

"*PC World*'s editors deserve the highest praise for their craftsmanship, innovation and vision," commended **Jeff Edman**, president and CEO of PC World Communications, Inc. "The investment in editorial, focus on the target audience and commitment to quality continue to drive the publication and staff to reach even greater levels of journalistic excellence. My congratulations to the editorial and design teams for their unparalleled achievement."

The "Web@Warp Speed" series includes four articles that cover the full spectrum of bandwidth and Web access, including:

- "Bandwidth on Demand," which analyzed the trend toward — and difficulties in finding — faster Internet access via cable modems and digital subscriber lines (DSL).
- "Good Providers: The Best National and Regional ISPs" rated, for the third year in a row, the top national Internet service providers and added 10 regional providers.
- "Do Web Accelerators Work?" examined two alternatives to cable, DSL and satellites — browser accelerators and modem bonders.
- "Fast Forward: Future Internet" looked ahead to the future of the Web, as players at all levels scramble to reduce bottlenecks and make the network faster.

Specific congratulations go to former Senior Associate Editor **Michelle Campanale-Surkan**, Assistant Art Director **Kate Godfrey**, Associate Art Director **Tim Luddy**, Senior Editor **Harry McCracken**, Senior Associate Editor **Aoife McEvoy**, former Executive Editor **Dan Miller**, former Assistant Art Director **Carolyn Perot**, and Senior Editor **Karen Silver.** "The "Web@Warp Speed" report can be found at www.pcworld.com/mar99/warpspeed.

In "Troubleshooting Is My Business," *PC World* "Hardware Tips" Contributing Editor **Kirk Steers** answers 30 reader questions about hardware problems, including system basics, storage, graphics, and peripherals, from overheated systems and leaking memory to missing hard drives and printer meltdowns.

Kudos in this category go to Executive Editor, Features **Brad Grimes**; Steers; Perot; and Copy Editor **Carol Pragides**. See www.pcworld.com/aug99/troubleshooting.

"It's a privilege to be singled out as the 'Best of the Best' two years running," said Grimes. "As business journalists, we strive to publish the most compelling magazine possible and are proud of our special issue and how-to features coverage."

Considered the Pulitzer Prize of the business press, the annual Jesse H. Neal National Business Journalism Awards were created by the ABP to recognize and reward excellence in independent business publications. ABP received 1,116 Neal entries for this year's competition. Judges selected 23 winners were selected from 69 finalists.

For more information, contact Public Relations Manager **Amy Dalton at** amy_dalton@pcworld.com. WU

SAN FRANCISCO GIANTS
WILLIE MAYS GATE
PC WORLD

IDG WORLD UPDATE

The PC World editorial and art staff — shown here at PacBell Park, the new home of the San Francisco Giants, located just down the street from PC World's office — is two for two after winning its second consecutive Grand Neal Award last week.

Address change for Israeli licensee

IDG's licensee in Israel, publisher of online versions of *Computerworld*, *PC World* and *Network World*, has moved.

Sivan Computer Training & Systems Co. Ltd.
16 Tyomkin
Tel Aviv 67016
Israel

Tel: +972-3-710-0625
Fax: +972-3-710-0770

IDG publications earn 24 Maggie Award nominations

And the good news keeps coming. Not only did *PC World* win the Grand Neal Award (see story page 1) this month, but *Macworld* collected seven Maggie Award nominations, an in-house record. *PCW*, *The Industry Standard*, *InfoWorld*, *JavaWorld* and *SunWorld* added 17 more nominations to the heap. This is more nominations than any other technology publisher received.

The Maggie Awards, sponsored by the Western Publications Association, which serves publications west of the Mississippi River, honor the year's best in editorial and design in magazines, tabloids, newsletters and online media, according to strict guidelines for overall editorial and design excellence.

Macworld was nominated for Best Computer/Consumer Magazine, Best On-Line Publication, Best How-To Article/Consumer for "Give Yourself a Lift,"Best Signed Editorial/Consumer for "The Deskop Critic – Steven Saves The Mac," Best Regularly Featured Column/Consumer for "The Vision Thing," Best Single Editorial Illustration/Consumer for "On the Trail of Mac OS 8.5" and Best Single Editorial Photograph/Consumer for "The Web Traveler's Companion."

"To receive even one nomination from the Western Publications Association would be an honor. To receive seven, in such a wide array of categories, was far beyond our highest expectations," said **Andy Gore**, *Macworld* editor-in-chief. "I am extremely proud to lead such a gifted team who consistently produce top-quality content."

Other IDG Maggie nominees include:

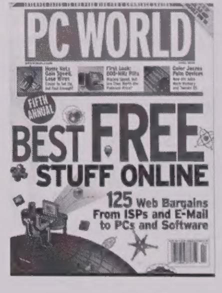
- ***PC World***: Best Computer/Consumer Magazine; Best On-line Publication; Best Regularly Featured Department, Section or Column/Consumer, "Consumer Watch;" Best Color Editorial Layout/Consumer, "Find It On the Job;" Best Overall Design/Consumer; Special Theme Issue/Consumer, "Web@Warp Speed."
- ***The Industry Standard***: Best Business and Finance Publication; Best Feature Article/Trade, "Porta Rica;"Best How-To Article/Trade, California, "The Path to Successful I-Commerce;" Best News Story/Trade, "Homeward Bound."
- ***InfoWorld***: Best Non-Paid/Trade (Circulation Over 50,000), Best Tabloid/Trade; Best Supplement, "InfoWorld 100;" Best Series of Articles/Trade, "Directing Network Traffic;" Best Regularly Featured Department, Section or Column/Trade, "Down To The Wire."
- ***JavaWorld***: Best On-line Publication.
- ***SunWorld***: Best On-line Publication.

Winners will be announced at a ceremony in Los Angeles on Friday, April 14, 2000. WU

IDG WORLD UPDATE

Among the Macworld editorial staff who helped the publication earn Maggie Award nomination honors (front row, l-r): ***Ulyssis Bravo, Kristina DeNike, Jeffy Milstead****. Back row (l-r):* ***Shane Clark, David Read, Lisa Schmeiser, Suzanne Courteau, Scholle Sawyer, Kathyrn Lunsford, Terri Stone, Frith Breitzer, Michael Penwarden, Jon Seff, Andy Gore, Philip Michaels, Brett Larson.***

Macworld
SPECIAL REPORT
iMac vs. PC



THE INDUSTRY STANDARD
TELECOM
SPECIAL REPORT
Privacy Problem

INFO WORLD
IBM plots next Web moves
NetWare 5

SunWorld

JavaWorld

noteworthy people

Hoyt

Cooley

Nurse

Zarubin

McCulloch

Maruyama

IDG WORLD UPDATE pHOTOS

Promotions

IDC Associate Vice President **Ken Hoyt** has been promoted to vice president, Enterprise Major Accounts. "In growing the IBM Global Accounts business, Ken has truly defined the role of the global account manager, working around the world with IDC sales and research colleagues to build our IBM relationship and business," said **Brad Thorpe**, group vice president, major accounts. "Additionally, Ken has championed the IDG collaboration model, working very closely with the IDG Global Solutions team, which has directly resulted in further business with IBM Corporate Strategy and Marketing, as well as with Ogilvy and Mather, the IBM ad agency."

Network World Sales Associate **Kristin Baker** has been promoted to Fusion coordinator/sales associate. "As a vital part of the Fusion team working with billing, ad ops, media kits, Doubleclick, and client follow-up Kristin plays a key role in the success of our online effort," said Associate Publisher **Carol Lasker**.

New employees

Jean Cooley joins IDG Books' Foster City, Calif., office as receptionist. She received an associate's degree in art from Grossmont College in La Mesa, Calif., and makes teddy bears when not surfing WebTV.

Graphics coordinator **Danette Nurse** comes to IDG Books' Foster City, Calif., division from Dow Jones Inc. where she was the administrative assistant to the circulation manager. An avid horseback rider, she is currently attending San Jose (Calif.) State University and pursuing a B.A. in photography with a minor in design.

Lisa Zarubin has been hired by IDG Book's Foster City, Calif., office as a human resources specialist. She was previously with Zellerbach Paper Co. as a human resources generalist and as a senior buyer. She holds a B.S. in business administration/economics from the College of Notre Dame in Belmont, Calif., and tries to keep up with her daughters, aged 5 and 8.

Kalli McCulloch is *InfoWorld*'s new receptionist, coming from Lewis & Mathews Investment Management where she was an administrative assistant. She holds a B.S. in geosciences from the University of Arizona and is currently studying floral design at the College of San Mateo (Calif.). In her spare time she enjoys snowboarding, soccer and community volunteer work, which currently includes lobbying the City of San Mateo for a dog park.

Karen Daitch joins IDG Conference Management Co. as a conference coordinator. She was previously with Babcock & Brown and has been a freelance events coordinator for the last 18 months. She earned a B.A. in social relations and art history from Michigan State University and enjoys travel and outdoor activities.

Todd Coopee joins *InfoWorld* as a technical analyst. He previously was technical director with Industrial Media, Inc., in Ottawa, Canada. He holds a B.S. in computer science from Trinity College in Hartford, Conn., and an M.S. in the same field from Rensselaer Polytechnic Institute in Troy, N.Y., and plays ice hockey and tennis.

Director, IT Research **Monique Gibelli** comes to IDC Latin America from Nortel Networks where she was manager of strategic initiatives and developed a comprehensive communications program for Nortel business partners using Web tools, e-mail and print media. She hold a B.S. in civil engineering from the University of Michigan and an M.B.A. in international marketing and finance from DePaul University in Chicago. She is currently co-chair of the Broward County (Fla.) Interact Clubs, a high school civic organization sponsored by the Rotary Club.

Previously West Coast editor with Ziff-Davis, **Wataru Maruyama** is now editorial director with GamePro-World. He graduated from California State University/Los Angeles with a B.A. in foreign languages and enjoys drawing, playing basketball and soccer and collecting movies.

Brenda Willard joins ITworld.com as senior designer. She previously was art director for Allmerica Financial Title. She attended the Vesper George School of Art, enjoys gardening and photography, and was recently awarded "Best of Show" by the Life Communicator Association for creating a worksite marketing campaign targeting employees.

Lisa Podoloff Boles has been hired by ITworld.com as an events producer. She was previously self-employed as a writer/producer and her clients included MediaOne, ZineZone.com and WebCredit.com. She earned a B.A. in theater studies from Connecticut College and an M.S. in broadcast journalism from Boston University's College of Communications. In her spare time she enjoys theater, music and crafts.

Cory Caccia is *The Industry Standard*'s network manager, coming from his role as Web site manager for Homeshark, an online mortgage broker. He earned a B.A. in business administration from St. Mary's College and enjoys sports, family and friends.

The Industry Standard has hired **Tina Huynh** as production assistant in its editorial design department. She was previously Web support associate for the Electronic Cultural Atlas Initiative in the International and Area Studies department at the University of California/Berkeley. She holds a degree from UCBerkeley in interdisciplinary studies with emphases in psychology, business and art. She likes to work out, dance and snowboard.

Operations Financial Analyst **Michael Press** comes to *The Industry Standard* from Sunset Publishing where he was

continued on next page

Editorial Intern (CIO)
CIO Communications Inc., publisher of CIO Magazine and the award-winning CIO.com website, is looking for interns to work with the editorial department. Our 50-person staff seeks juniors or seniors eager to start a career in magazine publishing. The interns will be involved in a wide range of work, including writing short pieces for the magazine and the web site, fact checking, researching stories, assisting writers in interviews, copy editing, proofreading and general editorial support. Ideal candidates will have excellent communication, writing and organizational skills. Familiarity with Microsoft Word, e-mail and on-line technologies a plus.
Location: Framingham MA
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Intern, Marketing Communications (CIO)
CIO Communications, Inc. is looking for an enthusiastic and organized intern to join the marketing communications team for the summer. In this position you will write and organize mailings, interview readers and advertisers for testimonials and track/manage direct mail responses. Ideal candidates will be pursuing a BA in Liberal Arts, Journalism, Marketing, Communications or related field. Excellent communication and writing skills required. Familiarity with Microsoft Word, PowerPoint Filemaker Pro & Excel and office experience a plus. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Assistant Editor, Web (CIO)
CIO.com is looking for an Assistant Editor to join its award winning web team. The Assistant Editor will be responsible for copyediting on-line articles, writing email newsletters, producing audio web interviews and writing new content for the site. Candidates must possess strong writing skills, the ability to juggle multiple tasks in a fast-paced environment, superior attention to detail and a keen editorial eye. Business journalism and on-line editorial experience are preferred but not required.
Location: Framingham MA
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Web Designer (CIO)
CIO Communications seeks a web designer for our growing and award winning web site. This individual will work with our in-house web, editorial and design teams to enhance and extend the design of our existing site, as well as helping design and create new properties. A good team environment with lots of autonomy and room to create! Prefer 2-4 years of web and/or print design experience, an appreciation for challenge and teamwork and a good working knowledge of web tools and related technologies needed. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Web Writer (CIO)
CIO.com is looking for a Web writer. This individual will research and write stories, write email newsletters and participate in the conception of new Web site features. The candidate should have excellent writing skills, superior attention to detail, and the ability to work in a fast-paced environment and a creative mind. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Managing Editor - Custom Publishing (CW)
Computerworld Custom Publishing is seeking a Senior Editor with 5+ years of editing and writing experience. In addition, the candidate will have direct hands-on experience with project management with freelance writers and dealing with the IT Analyst community. The successful candidate will manage the day-to-day editorial operations of the custom publishing business, with attention to contracted customer requirements and editorial guidelines. This is a pivotal position in a quickly growing and dynamic area of Computerworld's business. The individual will have progressively responsible journalism experience that includes developmental editing, excellent writing skills and an intimate knowledge of the IT industry. Qualified candidates should also possess strong analytical and customer service skills, as well as the ability to handle multiple tasks in a fast-paced, high-energy team environment. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Marketing Specialist (CW)
Computerworld is seeking a Marketing Specialist in its Framingham-based headquarters to proactively coordinate a variety of projects instrumental to supporting Computerworld's marketing success. These projects can involve, but may not be limited to, coordination of: direct mail programs (postal, email, and fax broadcast); cover wraps; participation in events; list refinement and acquisition; negotiating with suppliers; continuous communication with various other departments in Computerworld; and more. Qualified candidates will have relevant experience, a keen interest in marketing, and the willingness to participate in a collaborative, team environment that puts a premium on backup and support of the other individuals on the marketing team.
Location: Framingham MA
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Senior East Coast Editor (IDG.net)
The Senior East Coast Editor will be responsible for selecting stories for CNN and managing the CNN editorial relationship. This editor will also create and send email newsletters; update the site's homepage; process stories for partners; and write headlines and display copy. Candidate must have strong writing and communications skills, 5 years' editorial experience and some management experience. Foreign language skills are a plus . Working from home would be an option for the right candidate. *Location: East Coast*
Contact: J. Corral, Fax: 415-267-4558, Phone: 415-267-4562, Email: jill_corral@idg.net

New Business Account Executive, Hardware/Telecom Accounts (IDC)
This is an outside sales position that requires a 2 to 5 years selling and quota carrying experience. Strong familiarity with computer industry a must. Previous sales of syndicated research a strong positive. Position is part of a focused sales team effort and will report to AVP for Hardware. Position will be responsible for finding approximately $700,000 of new business (Hardware and Networking/Telecom) within nonexisiting IDC accounts throughout the US. Position requires very little overnight travel. Very Strong and assertive phone and selling skills a must, as well as a good team player and attitude. Strong computer skills a plus.
Location: Mountain View CA
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Sales Support Associate (IDG/B)
The primary responsibility of the Sales Support Associate is to act in a support capacity for the Sales Administration Group. Specific duties of the position will include customer database maintenance, system reporting, coordination of mailings and assisting with sales account maintenance. Our ideal candidate will have the ability to multi-task in a fast-paced environment. The ability to work independently is essential. Basic computer skills required (Word, Excel, Filemaker Pro). The position requires 1 year of general office administration, preferably in a sales or publishing environment. *Location: Foster City CA*
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Media Development -LINUX Specialist (IDG/B)
The main focus of this role is to develop user-friendly CDs and software that complement the topics of books. This involves managing the CD content, communicating with authors, building and testing CDs, maintaining hardware/software, and resolving technical issues. The excellent project manager we seek will ensure that timeliness, quality and budget expectations are met. Success requires a Bachelor's degree or equivalent computer skills using multiple platforms and operating systems including Linux, Windows 95/98/NT/2000. Knowledge of internet-based research and excellent communication skills are key.
Location: Indianapolis IN
Contact: M. Boese, Fax: 317-572-4001, Phone: 317-572-3359, Email: injobs@idgbooks.com

Cover Coordinator (IDG/B)
The Cover Coordinator manages the production process for all covers from the time they enter the packaging department to the delivery of files to the printer. Acts as liaison between cover production and copy, design, product marketing and publishing. The successful candidate will have project management experience; be able to handle multiple tasks; be highly organized; and be able to work under multiple deadline pressure; attention to detail a must. Must have copyediting and proofing skills and strong communication skills, both written and verbal. Must be both Mac and PC literate and have extensive knowledge of Quark XPress and Microsoft Office Suite with experience in Adobe Photoshop, Illustrator, Adobe Acrobat and Flightcheck. Experience with preparing files for printing and knowledge of 4 color printing process. Formal design or desktop publishing education is helpful but not necessary. *Location: Foster City CA*
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Account Coordinator (IDG/B)
The primary responsibility of the Account Coordinator is to act as an in-house contact for national, education, and corporate accounts and to provide support to the account managers who service those customers. Specific duties of the position will include order tracking, order issue research and resolution, special project administration, weekly reporting and special event support. Our ideal candidate will have a strong customer-service orientation and will exhibit a "can do" attitude. Excellent communication skills and an ability to interact with a variety of different people are crucial. The ability to multi-task in a fast-paced working environment and the ability to work independently are essential.Basic computer skills required (Word, Excel, Filemaker Pro). The position requires 2 years of customer service experience. Bachelor's degree preferred. *Location: Foster City CA*
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Ad Coordinator (IDG/GMG)
GamePro, the world's largest multiplatform gaming magazine, is looking for a detail-obsessed but flexible Ad Coordinator with specific job experience working at a fast-paced monthly magazine or an online publication. Responsibilities include gathering and entering all sales data into departmental reports, tracking, updating and recording all sales reservations, changes, requests and billing entry. Developing and maintaining professional relationships with clients, agencies and vendors is critical to the ad sales process. Candidates should have 2 years experience in advertising coordination, print and production. Must have strong multi-tasking and organizational skills, a customer service attitude and excellent verbal communication skills. Must be detail oriented and able to perform under deadlines . Advanced computer (Database/Excel/Word) skills are required. Location: San Francisco CA
Contact: T. Nemiro, Fax: 415-267-1742, Phone: 415-978-3203, Email: tracy_nemiro@idg.com

Regional Sales Manager (IDG/GMG)
The world's largest multiplatform gaming magazine is seeking an East Coast Regional Sales Manager to join the sales team. responsibilities include selling of GamePro magazine print properties, developing relationships with existing and prospective clients in the electronic entertainment and non-endemic, consumer categories. Must be a talented sales professional with 3-5 years proven experience in an ad agency, sales, publishing or media environment. Qualified candidates must be highly organized, detail orientated, self starting with a strong customer service approach. Ability to manage multiple tasks simultaneously and work well under deadlines in a fast paced work environment. Must have working knowledge of basic computer software. Also, video or PC game interest or knowledge of the industry is a plus. For more information about our company go to our website at IDG.com. Candidates can e-mail cover letter, resume and salary requirements. *Location: New York NY*
Contact: T. Nemiro, Fax: 415-267-1742, Phone: 415-978-3203, Email: tracy_nemiro@idg.com

Web Developer (IFW)
InfoWorld has exciting opportunities for 2 experienced Web Developers! These are new positions that will join our dynamic web team. The web developer is the programmer for the InfoWorld.com website and related applications. S/he is responsible for the overall planning and operations of the company's main web sites. Job duties include Software development, Operational support, and Technical analysis. Required skills include Java, HTML/CSS/DHTML, Perl, SQL, Unix, and C++. *Location: San Mateo CA*
Contact: L. Wonnacott, Fax: 650-312-0668, Phone: 650-312-0473, Email: resumes@infoworld.com

Research Analyst (IFW)
InfoWorld seeks dedicated Research Analyst to conduct analyses of syndicated research studies and manage other research projects. Working closely with highly visible Research team, the Research Analyst will analyze and interpret data from Ad Measurement studies, Focus Groups and web-based research on the Internet Economy. The ideal candidate will possess exceptional analytical skills, an ability to write concise research reports and the ability to research and analyze Internet trends and e-commerce solutions. Requires strong organizational skills, attention to detail and ability to work on multiple projects at once. BA/BS degree is essential; as is computer proficiency in Microsoft Word, Excel and PowerPoint. *Location: San Mateo CA*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

District Sales Manager (IFW)
We are seeking a highly motivated, risk oriented and accomplished sales professional to create a strong InfoWorld presence in the Central and Southeastern markets. Based in Dallas, Texas, you will create and develop new accounts in an emerging territory and grow existing accounts by selling all of InfoWorld's on-line, print, and sponsorship product offerings. Ideal candidate must be a highly effective communicator and negotiator with proven track record of customer oriented selling success and great reputation among advertising decision-makers. An orientation toward technology and business, and passion for learning are "musts".
Location: Dallas TX
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

On-line Sales Specialist West Coast (IFW)
Partnering with both the InfoWorld's Sales team and with IDG.net's Sales team, the On-Line Sales Specialist West Coast will increase InfoWorld on-line advertising revenue in accordance with established sales targets by building and nurturing strong long-term relationships with InfoWorld's key on-line advertisers and ad agencies. The ideal candidate will have excellent interpersonal skills, organizational skills and the ability to influence others positively as well as work effectively within a Sales team. Requires 2-3 years on-line sales experience, and demonstrated ability to source/prospect new account opportunities. Bachelor's degree or equivalent experience. *Location: San Mateo CA*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

Managing Editor (ITworld)
ITworld.com seeks Managing Editor to manage several dozen email newsletters. You will work with outside authors to create weekly emails of about 500 words. Authors will frequently be involved with ITworld.com as columnists, forum moderators, and in other ways, so this job entails a lot of integration and cooperation with other site editors. Looking for a person with strong line skills, highly organized, who enjoys working with colleagues and authors to create a product. This is a growing business, so we are looking for people with ideas about new newsletters to launch, or who can work with other editors to new ideas.
Location: San Francisco CA; Southborough MA.
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Designer (ITworld)
The ITworld.com Designer, West Coast will be responsible for the look and feel of content oriented areas of Web pages on all ITworld.com West Coast-based sites. This includes executing or commissioning spot art, infographics and page layout of Web pages in consultation with the editors responsible for those pages. The Designer will also develop the look and feel of new features and site sections within the confines of the look. He or she will implement site redesigns at the direction of the Editorial Director. He or she will also be the ongoing custodian of each site's design and refine it as needed. The Designer will work with the editorial staff to understand the content that needs to be illustrated and the audience to which it is addressed. The Designer will work with the production staff to translate look and feel into production-ready code that meets company technical standards and to ensure that a design will not unduly impact performance or reliability. The Designer may also be called upon to assist with graphics for non-content areas such as marketing or other promotional purposes, as workload permits. *Location: San Francisco CA*
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Online Sales Manager (Mac Pub)
Will be responsible for a full range of outside sales/account management duties for macworld.com, macweek.com, maccentral.com, imacworld.com and macbuy.com. Duties include servicing and expanding existing online business, developing special online opportunities, and coordinating group sales efforts with the Macworld print sales team. In addition, the Online Sales Manager will manage and motivate the Online Sales staff to meet revenue goals while working closely with the online sales staff, and other members of management team, to identify strategies to exceed revenue goals. Candidates should have a minimum of two to three years outside sales experience. The ideal candidate will have strong presentation, negotiation, and outside sales skills along with strong sales forecasting, organizational and writing skills. Candidates should be able to work well both independently and as a member of a sales team. Well-established online agency and online client contacts a plus. *Location: San Francisco CA*
Contact: L. Pabon, Fax: 415-243-3657, Phone: 415-243-3526, Email: liz_pabon@macworld.com

On-line Copy Editor (NWW)
Network World is seeking an in-house copy editor with 1 / to 3 years' previous experience to join a six-member copy desk. Position involves daily deadline editing of wire and staff-written news stories for our Web site (www.nwfusion.com). The position also requires the editing of e-mail newsletters on a weekly deadline basis. Candidates should have an excellent command of grammar, usage, AP style, and other standard copy editing skills. Newspaper, magazine, and technical editing experience a plus. Knowledge of HTML not required, but helpful. Ability to work on tight deadlines is essential. This is a part-time position working 30 hours per week with the possibility of going full-time in the fall. *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

Director, Business Development, pcworld.com (PCW)
Will be responsible for formulating, negotiating, executing, monitoring, and maximizing the success of partnerships that are designed to build traffic, strengthen the PC World brand, and generate revenue for pcworld.com. Will be expected to evaluate all new proposals, business plans, content partnerships, and other opportunities presented to pcworld.com; to assess and track emerging on-line markets for new licensing and general business opportunities, and to analyze and recommend strategies for developing additional revenue and traffic. Will develop formal proposals, business plans, P&L models, or other analysis as needed to justify investment and expansion strategies. He/she will be expected to develop a template approach to agreements for joint ventures, content creation partnerships, co-marketing deals, ad revenue sharing arrangements, and other relationships. Further responsible for working with key staff in editorial and product development departments to drive implementation of all approved business development plans and for devising strategies to maximize each partnership agreement. The successful candidate must be well connected in the Internet industry, possess great negotiating skills, and have experience with executing and implementing major deals. He or she must be analytically oriented and comfortable with spreadsheets and modeling techniques. Some knowledge of content licensing issues/field of electronic media law would be preferred. *Location: San Francisco CA*
Contact: U. McGee, Fax: 415-974-7491, Phone: 415-978-3183, Email: ulla_mcgee@pcworld.com

Reporter (PCW)
A great opportunity for an editorial professional to create content for PC World's award-winning Web site! PCWorld.com reporters propose and write daily news stories. They also meet regularly with vendors and attend press events/conferences, so some travel is required. Additional requirements include strong writing and editing skills, a working knowledge of computers, and news reporting experience. Some experience with a computer publication or on-line site would be a plus. Candidates should be highly motivated individuals with the proven ability to excel in a fast-paced, deadline-driven environment. *Location: Boston MA*
Contact: E. Bender, Fax: 617-426-0235, Phone: 617-482-2750, Email: eric_bender@pcworld.com

Director, Consumer Marketing, pcworld.com (PCW)
Will be responsible for developing, managing and executing the consumer marketing strategy for pcworld.com and webshopper.com in the key areas of audience acquisition and marketing, database management, reporting, analysis and list rental with the objective of optimizing and growing current and potential revenue streams. Will be responsible for managing and growing email newsletter subscription efforts, and for the development of additional newsletter products. Position will be responsible for ongoing in-house promotions and for developing all promotional programs for driving traffic to pcworld.com and webshopper.com including working with other IDG business units for cross-promotional opportunities to increase site traffic. The ideal candidate will have an in-depth knowledge of print and Internet publishing with 5+ year's experience and with an emphasis on subscription/member acquisition and marketing. In addition, the candidate must have strong project management and organizational skills along with proven leadership capabilities, and a high degree of energy and enthusiasm for Internet publishing. *Location: San Francisco CA.*
Contact: U. McGee, Fax: 415-974-7491, Phone: 415-978-3183, Email: ulla_mcgee@pcworld.com

Promotions Manager (PCW)
Will be responsible for managing promotions and marketing efforts for driving traffic to pcworld.com and webshopper.com. He/she will be responsible for setting up and managing special site promotions for pcworld.com and webshopper.com visitors and registered users, including sweepstakes promotions. He/she will work with other IDG divisions (including the PC World print publication) to develop cross-promotional programs, and will develop ad barter deals with outside websites in order to promote audience growth. The Promotion Managers will maintain statistics on promotional efforts, tracking and reporting on effectiveness of ad campaigns and other promotions, and will also work with design and production staff to implement promotions. Knowledge of print and Internet publishing with an emphasis on consumer marketing and promotions required. Candidates must have strong project management and organizational skills, and a high degree of energy and enthusiasm for Internet publishing. Good communication, writing and analytic skills a must. *Location: San Francisco CA*
Contact: U. McGee, Fax: 415-974-7491, Phone: 415-978-3183, Email: ulla_mcgee@pcworld.com

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

15

Terry Lee *IDG Australia*

13

Anne Foley *The Industry Standard*
Karman Cheng *IDG Hong Kong*

10

Maureen Roberti *Computerworld*

8

Dominique Mercenne-Houdin *IDG France*
Helene Truffaut *IDG France*
Birgitte Rygaard *IDG Denmark*
Robert White *IDC U.K.*
Judith Kokernak *Computerworld*

7

Kristi Cunningham *InfoWorld*
Klaus Breu *IDG Germany*

6

Nathan Hill *IDC Hong Kong*

5

Fabienne Valat *IDG France*
Roland Bischoff *IDG Germany*
Mike Weigand *IDG Games Media Group*

4

David Jansson *IDG Sweden*
Mika Marin *IDG Sweden*
Patrik Enell *IDG Sweden*
Daniel Toumbas *IDG Denmark*
Jean Lieske *PC World*

3

Susan Love *The Industry Standard*
Kalai Murugesan *PC World*
Jennifer Hedges *Computerworld*
Jody Beaulac *IDC*
Matthew Moran *IDC*
Melanie Posey *IDC*

2

Larissa Giargiari *The Industry Standard*
Michael Butts *The Industry Standard*
Chris Patelis *The Industry Standard*
Ruth Constable *IDC U.K.*
Sumiko Takeyasu *IDG Japan*
Chris Patterson *IDG Games Media Group*
Jonathan Rinzler *IDG Games Media Group*
Tina Phelps Jimenez *PC World*
Carol Pragides *PC World*
Jill Colley *Computerworld*

1

Hillevi Martinsson *IDG Sweden*
Holly Bornemeier *IDG.net*
Sally Donovan *IDC*
William Hall *IDC*
Brian Harrold *IDC*
Paul Lyzun *IDC*
Joanne Reilly *IDC U.K.*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

continued on next page

a circulation analyst. He holds a B.A. in legal studies from the University of California and an M.B.A. with an accounting focus from San Francisco State University. He enjoys travel, cooking and music.

After completing a 3½-year journey across Asia, the Middle East and Eastern Europe, **Douglas Raphael** joins *The Industry Standard* as a Web production assistant. He holds a B.S. in art from the University of Wisconsin/Madison and, obviously, enjoys travel, hiking and camping.

Kristen Burks joins *PC World*'s marketing department as a marketing specialist. She was previously sales and marketing coordinator at IntelliTools, an educational software company. She holds a B.A. in marketing communications/public relations from California State University/Hayward. In her spare time, she enjoys music, reading and volunteering for the Special Olympics.

Senior Staff Writer **Steven Palmer** comes to IDG U.K'.s *PC Advisor* from positions at CRN and VNU as senior reporter. He studied contemporary writing at Middlesex University and away from the office enjoys cycling and film.

PC Advisor in London has hired Online Director **David Fernando** to redevelop the magazine's Web site. He was previously director of business development and new media for Premier Magazines Ltd. and spent 10 years in sales and publishing at VNU before that. Away from the office he enjoys "normal bloke stuff like soccer, cars, fitness and family – not normally in that order."

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

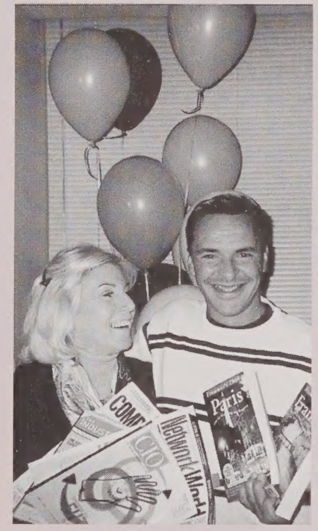
IDG Communications names first winner in publications contest

Voilà, we have a winner!

Francis Fischer, media supervisor at McCann Erickson, is off to Paris after winning IDG Communications' "Vacation Around The World With IDG" contest.

Launched in December, the quarterly contest is designed to get media agencies more involved with IDG's U.S. editorial products and understand their editorial missions.

Agency representatives must correctly answer seven questions about IDG publications that will require them to go through the pages of each publications to find the answers. The winner is selected in a random drawing.



***Joan Kelly**, IDG Communications executive vice president of sales and marketing and contest winner Francis Fischer.*

Future contest winners will go to Hawaii, Hong Kong and Sydney.

celebrating 10!

Name
Fátima Ruiz del Olmo

Career path
I joined IDG Spain in 1989 as a receptionist. Two years later I was promoted to be secretary of the advertising department. Then in 1995 I was promoted again to be a secretary in the *PC World España* editorial department and I also spent some of my time as a secretary for *iWorld* magazine.

Current job
Recently promoted to be the assistant to the International Sales and Marketing Department.

What's kept you at IDG for 10 years?
I have been able to learn a lot of different things. Since I've worked in different departments, IDG has given me the opportunity to increase my professional knowledge and enrich me in many ways.

Interests
Skiing (usually in the north of Spain), traveling, music and going to the cinema.

Most memorable trip?
My best trip ever was when I went to Mexico in 1993. It was my first time in the Americas and all that I saw was absolutely different and very exciting. I didn't have time to visit the United States but I hope to very soon.

What personal possession do you value the most?
My newly bought apartment.

What talent or skill do you wish you had?
To ski as well as a professional skier.

If you could choose another career, what would it be?
A psychologist.

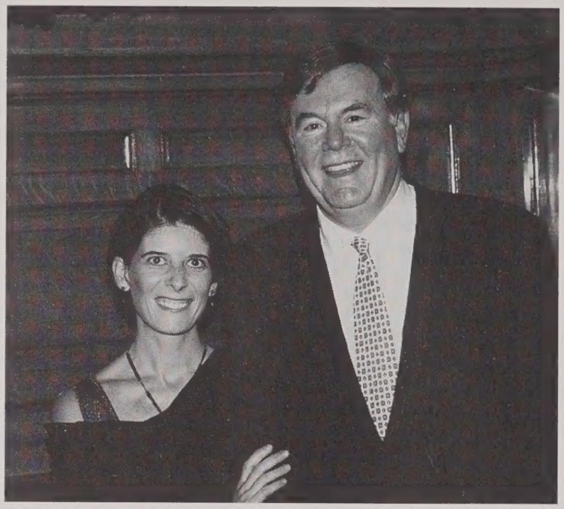
Where in the world would you like to visit?
Australia

What is your favorite food?
Cocido, a very typical Spanish dish made of chick peas, potatoes, carrots, leeks, pork and chicken.

What has kept you at IDG Spain for 10 years?
It's a great place to work, with wonderful people.

How do you think IDG could improve as a company?
Continuing its strategy of being the leader in delivering information on any new applications made possible by new technologies.

If you won a big lottery prize tomorrow, what would you do?
I'd spend my time traveling. I love learning about different countries and cultures.



*IDG Chairman **Pat McGovern** escorted **Fátima Ruiz del Olmo** to dinner at the Hotel Ritz in Madrid in honor of her 10 years of service to IDG Spain.*

Family
I am the youngest member of a very big family: I have five sisters and five brothers.

What's it like being the youngest in such a big family?
The best part is that you have a lot of people to play with when you are a child. The worst part is that there are a lot of people to order you around!

Manager's profile
"Fátima does her job very efficiently and with a keen sense of responsibility and order. I am sure she will be able to complete all she proposes to do in her new job, and I wish her the best of luck. I am glad that she will have the opportunity to travel a lot — at least as much as she wants to!"

Isabel Campo, publisher, PC World Espãna

April Fool's!

Some say April Fool's Day began in many parts of the world at the same time as a celebration of the spring equinox. Others argue that the modern April Fool's Day followed the adoption of a reformed calendar in France around 1564. With the reform of the calendar under Charles IX, New Year's Day was moved from April 1 to Jan. 1. Due to the slowness of communication and general resistance to change, the Jan. 1 date was not fully accepted for several years. Traditionalists who clung to April 1 as New Year's Day were scoffed at as "fools" and sent fake party invitations and prank gifts.

In France today, April 1 is called "Poisson d'Avril." French children fool their friends by taping a paper fish to their friends' backs. When the victim discovers this trick, the prankster yells "Poisson d'Avril!" (April Fish!)

Mark Twain, noted 19th century American humorist, said "The first of April is the day we remember what we are the other 364 days of the year."

Address change for *PCW Mexico*

The staff of *PC World Mexico* has moved.

Please note that as of last September, when the company changed from an IDG subsidiary to a licensee, the name of the publishing company became Ediworld S.A. de C.V.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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IDG's U.S. publications swap plans, ideas at Marketing Summit

IDG
Marketing
Summit

IDG WORLD UPDATE

Attendees of the IDG Marketing Summit 2000 included: Back row (l-r): **Paul Tyler**, IDG Communications; **Steve Stamates**, Computerworld; **Volker Heistermann**, IDG Communications; **Cathy O'Leary Hayes**, CIO; **Kerry Zeida**, The Industry Standard; **Sandy Wong**, PC World; and **Bill Binan**; IDG Communications. Front row (l-r): **Michelle Kloss**, IDG Communications; **Catey DeBalko**, IDG Communications; **Hillary Freeley**, Network World; **Tiffany Wallace**, The Industry Standard; **Joan Kelly**, IDG Communications; and **Jane Benoit**, IDG Communications.

Fifteen IDG U.S. marketing executives, from business units as diverse as *CIO*, *Computerworld*, *Network World*, *PC World*, *The Industry Standard*, ITworld.com and IDG Communications, met late last month in San Francisco for Marketing Summit 2000, a full day of brainstorming and idea swapping.

"We wanted to bring everyone together as a group to meet in person and discuss the marketing initiatives going on at each business unit and provide an overview of what IDG Communications is responsible for from a marketing standpoint," said **Catey DeBalko**, IDG Communications' vice president of marketing, and organizer of the meeting. "We also wanted to engage in 'collaboraction' ourselves in order to better support our sales efforts and serve our customers."

IDG Communications is charged with delivering

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IDC's 35th Directions conference best yet, attendees confirm

A record number of customers and prospects came to IDC's Directions briefing sessions this month to learn how to "Navigate the New Economy." With 1,045 attendees in San Jose (March 6) and 1,019 in Boston (March 16), IDC eclipsed the 2,000 U.S. attendee mark for the first time in the conference's 35-year history.

IDG WORLD UPDATE

(L-R) Director, Marketing Communications **Debra Brown** and Vice President/Worldwide Marketing **MaryAnne Sinville** organized IDC Directions in the U.S. The morning speakers were Senior Vice President **Vicki Brown**, Chief Research Officer **John Gantz**, Group Vice President/Applications and Information Access Research **Clare Gillan**, IDC Senior VP/ Internet and eBusiness Research **Frank Gens** and (not pictured) Group Vice President/Computers, Components and Peripherals **Crawford Del Prete**.

A professionally designed set for the plenary sessions conveyed a futuristic look to accentuate the theme of IDC's new brand, "Analyze the Future." *Computerworld*, *InfoWorld* and *PC World* signed on as co-sponsors for Directions' U.S. tour.

In her introductory remarks, Senior Vice President **Vicki Brown** outlined how the early days of the Internet's impact on business (called eBusiness 1.0) has given rise to the current period (eBusiness 2.0). IDC predicts the value of e-commerce worldwide will grow from $130 billion in 1999 to $2.5 trillion in 2004. During this transition, user demographics, buying trends, technological infrastructures and other components of e-commerce will dramatically change, raising important questions for

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in brief newsworthy

IDG Books lays claim to half the titles on *Publishers Weekly* Computer Bestsellers list

IDG Books swept 50% of the February *Publishers Weekly* Computer Bestsellers list. IDGB's flagship *For Dummies®* series alone occupied 14 of the 40 spots on the list with best-selling titles such as *Word 2000 For Windows® For Dummies®, Excel 2000 For Windows® For Dummies®, Windows® 98 For Dummies®, Red Hat® Linux® For Dummies®* and *The iMac™ For Dummies®, Second Edition*. The brand also provided the No. 1 best-selling title in three out of the five categories. The comprehensive *Bible* series had four titles on the list, including its award-winning *JavaScript™ Bible, 3rd Edition* and *XML™ Bible*. The inclusion of *Teach Yourself Windows® 98 Visually™* in the Operating Systems category rounded out the list.

IDGB's dominance in the technology content marketplace continues, according to IDGB Chairman and CEO **John Kilcullen**. "We currently maintain more than 50% of technology bestsellers by providing diverse, quality and timely brands that demystify technology and other complex, mission critical topics," said Kilcullen. "Today, the market for expert know-how, professional productivity and lifelong learning is non-stop, and we are pleased that our success in this mission has been consistently reflected in the rankings on the *Publishers Weekly* Computer Bestseller list since 1996."

The list, which covers operating systems, applications, networks, general computing and Macintosh-related books, is published every other month with data received from mass market outlets, e-tailers, chain and independent stores. Experts consider the list to be the most highly regarded national barometer for computer titles sales throughout the U.S.

For more information, contact **Andrea Burnett** at aburnett@idgbooks.com.

Short takes

- **IDG Games Media Group** recently announced a co-branding relationship with Epinions.com. An online buying guide that offers consumer reviews, Epinions.com is hosting a co-branded site that will allow GameProWorld.com's growing online gaming community to share its opinions about the most and least popular video and PC games on the market. Contact: **Sherry Pedrin** at spedrin@gamepro.com.

- ***Network World Germany*** boosted its market share among German telecommunications and network magazines to 25% for the fourth quarter of 1999. Its advertising volume was up 42% over the same period the previous year.

- ***PC World*** topped its closest competitors in overall circulation growth and average single copy sales for the last half of 1999. *PCW* expanded newsstand sales by 6.4% while *PC Magazine* and *PC Computing* had double-digit newsstand losses. *PCW's* average paid circulation for the period was 1,216,035.

Sweden captures No. 1 rank from U.S. in IDC/World Times Information Society Index

According to the IDC/World Times Information Society Index (ISI) released last month, Sweden has surpassed the U.S. to become the world's dominant information economy.

Now in its fourth year, the ISI measures nations according to their ability to access and absorb information and information technology. Just as the gross domestic product measures economic wealth, the ISIS measures information capacity and wealth around the world.

The U.S. still tops the computer infrastructure segment, but its weakness relative to the Nordic nations in the social infrastructure has played a role in Sweden's movement to the No. 1 spot overall, the study reveals.

With the support of government, corporations in the Nordic nations have promoted "employee purchase schemes" in which PCs were sold tax free to corporations that in turn sold them for a nominal fee to employees.

The cumulative global ISI score increased 7.17% over last year, showing a healthy increase in the ability to absorb information and utilize technology. North America, countries in middle Europe, and Japan, Singapore, Hong Kong, Korea and Taiwan increased their scores more than 10%.

The 2000 edition of the ISI tracks data from 55 countries that collectively account for 97% of the global gross domestic product and 99% of IT expenditure. The data sets are drawn from many sources including IDC, UNESCO, and the World Bank.

For more information contact **Lisa Bloom** at lbloom@idc.com.

2000 IDC/World Times ISI rankings

1	Sweden	26	Portugal
2	United States	27	Czech Rep
3	Finland	28	Hungary
4	Norway	29	Greece
5	Denmark	30	Poland
6	Canada	31	Romania
7	Netherlands	32	Chile
8	Switzerland	33	Argentina
9	Australia	34	Costa Rica
10	Japan	35	Malaysia
11	Singapore	36	Bulgaria
12	United Kingdom	37	Panama
13	Germany	38	South Africa
14	Hong Kong	39	Venezuela
15	Belgium	40	Russia
16	Austria	41	Saudi Arabia
17	New Zealand	42	Brazil
18	Taiwan	43	Ecuador
19	Ireland	44	Mexico
20	Israel	45	Turkey
21	France	46	Colombia
22	Korea	47	Philippines
23	Italy	48	Thailand
24	Spain	49	Jordan
25	UAE	50	Egypt

primer back to basics

Marketing

Kerry Zeida, vice president of marketing for The Industry Standard, is this week's columnist.

Marketing jargon

Tchotchkes Promotional items and trinkets that are given away to keep a brand top-of-mind (see also: "swag").

Buzz The word-of-mouth that is generated by a provocative, unusual or interesting new product or marketing activity.

Reach The number of people you present your message to, in a given marketing (usually, advertising) campaign.

Messaging A main idea you are consistently trying to express.

Comps Mock-ups, or artistic renderings, that are meant to illustrate an idea or concept.

Viral marketing Activities that promote awareness or adoption of a product or service through word-of-mouth networks.

Branding Everything a company does that creates the impression in its customers' minds that there is no other product or service exactly like theirs.

Collateral Sales promotion materials given to customers to allow them to better evaluate a product or service before buying.

Q What is marketing?

A For many years, marketing has traditionally been built around what are called the "Four P's"— products, pricing, placement and promotion — where the company and what it has to offer are the focus. Modern marketing plans still include these elements, of course, but the most successful companies have made the *customer* the focus of their marketing efforts, elevating the *experience* a customer has above how their products are differentiated from other products, how much they cost or where they are distributed. Just look at Amazon.com: They have rewritten the rules of marketing, not by being the low-cost provider (their prices are competitive, but not low), or by being the quickest (you can drive down to your local bookstore and get your book in minutes, not days), but because the experience is friendly ("Hello, Kerry Zeida..."), easy ("1-Click" purchasing), even fun (who doesn't like to get a "gift" in the mail?).

Q Why do companies need marketing departments? Isn't a good sales team enough?

A Many people think marketing and sales are the same. The truth is, they complement each other. For example, the feedback sales gets through customer interaction is invaluable to marketing and product development. Marketing's understanding of trends can help sales better educate its customer. In any case, sales is about getting to a transaction of some kind; marketing's job is to help facilitate that transaction.

Q Briefly describe what you handle during a typical week.

A Well, I wouldn't call any week "typical"— that would mean I could predict what I'm going to be doing next week. I can't. Everything moves and changes so quickly, especially in the Internet space. I supervise an internal staff and a group of outside resources that create and manage my company's advertising, public relations, design, research, sales support and trade show presence. I also see myself as *The Standard*'s "brand guardian," making sure everything the public sees reflects our mission, stays true to our message, and meets our quality standards. I've got plenty to do.

Q What critical steps are necessary to overcome the challenges inherent in marketing a start-up publication or other kind of product?

A The first thing you have to realize is, you're competing for the customer's time. You're asking people to find time to read *another* magazine. You're asking media planners to evaluate *another* publication. When yours is a new kind of product, like *The Industry Standard* was when it launched in 1998, you need to educate customers before you can persuade them it's different or better, let alone ask them for money. And you need to give people samples of the product. On the advertising side, when you introduce a publication you have to develop partnerships that allow customers to share in both the risk and the reward —charter rate programs are an example of this.

Q I've heard that marketing is more about changing customer perceptions than it is about promoting a product. Is that true?

A Perceptions are a very powerful force in marketing. Often you have to overcome people's perceptions of your product before you can actually get into the discussion of the product's merits. I'll use *The Industry Standard* as an example again. When we launched, the advertising community instantly perceived us as "another trade publication from IDG," and wanted to categorize us with IT-focused or vertical publications, even though we're not about technology, but about business. Competitors wisely fed this perception. I'd say public relations has been our most effective defense. The Feb. 28 issue of *Time* magazine called *The Industry Standard* a "must-read." Recognizing what in our case was a negative perception and being persistent about changing it has produced results.

Q How has the Internet changed the role of a marketer?

A In theory, the Internet allows marketers to target audiences precisely and reach them very cost-effectively. It allows us to personalize messages and track not only the people who saw our message, but took action as a result. The reality is, click rates for banners aren't that terrific; tremendous clutter makes the memorability of your message nearly impossible; and the Web isn't delivering the kind of precise targeting many expected because the tools aren't fully developed yet. There's no question the Internet has enormous potential for marketing, but I doubt it will ever completely replace traditional forms of marketing and promotion. For most of us, it will be another very powerful option, an important part of the marketing mix.

You may contact Zeida at kerryz@thestandard.com.

Survey of Internet economy decision-makers highlights winning strategies

IDG WORLD UPDATE

IDC Senior VP Internet and eBusiness Research **Frank Gens** (above) discussed some of the findings from a survey of IDC's Internet Executive ePanel, the world's only large-scale survey panel of Internet economy decision-makers. The more than 600 panelists represent U.S. dot-com companies as well as "bricks-and-mortar" firms. According to their organizational online strategies and other indicators, Gens noted that the winners in the eBusiness 2.0 period will:

- Have a CEO-led Internet strategy.
- Set very high Internet revenue hurdles.
- Soon be profitable online if they aren't already.
- Integrate, not spin out, dot-coms.
- Have huge indirect eChannel networks.
- Have an aggressive localization strategy.
- Design for the new infrastructure.

IDC

continued from page 1

businesses of all kinds, such as:

- How do you transform your business to an eBusiness?
- How do you sell?
- How will your customer change?
- What happens to your brand?

Close to two-dozen IDC analysts participated in 18 break-out sessions related to the Internet, Devices, Enterprise Management, Software, Delivering Solutions and Communications.

Two new closing speakers for the Directions sessions addressed innovation in the e-commerce era. In San Jose, Paul Saffo, director of The Institute For The Future, called this era "the brave new world of creative destruction," and noted that those who succeed shun the old rules and "ignore consultants, burn management books, embrace uncertainty and keep their own counsel." In Boston, Jeffrey Rayport, Harvard Business School professor, said with the next e-commerce wave including wireless applications, thin clients and smart devices, those who succeed will "free their imaginations from the seemingly obvious Internet Economy lessons of the recent past."

Conference evaluations for San Jose were higher than ever by a significant amount, according to Vice President/Worldwide Marketing **MaryAnne Sinville**. Not only were individual scores much improved, but 45% of all attendees ranked the overall conference as excellent, compared to 29% last year.

For more information contact Sinville at msinville@idc.com. WU

Evaluations for a good cause

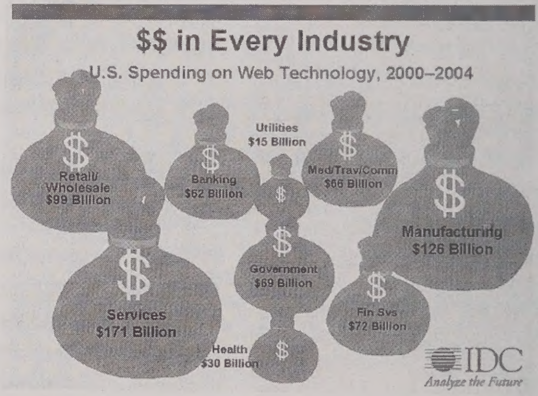
This year, for the first time, IDC contributed $5 for every completed U.S. Directions evaluation to a charitable cause. Organizers wanted to select a charity that had a highly recognizable symbol and chose the Breast Cancer Research Foundation. Every Directions speaker wore a pink ribbon, the foundation's symbol, and everyone who submitted an evaluation also received a ribbon. IDC donated a total of $7,330 to benefit the group.

For more information on the Breast Cancer Research Foundation go to www.bcrfcure.org.

IDC Asia/Pacific has supported charitable causes in Singapore through a similar evaluation donations for the past year or so. Most recently, at the Asia/Pacific IT Forum in January, the company raised close to U.S.$1,500 for four charities in Singapore.

IDG WORLD UPDATE

*Among the many IDC employees helping with Directions registration in Boston were (L-R): Senior Marketing Specialist **Dawn Daggett**, Senior Group Marketing Manager **Tony Membrino**, Group Marketing Manager **Beth Freedman Girioni**, Marketing Consultant **Nadia Marino** and Executive Assistant **Madeleine Dionne**.*



Directions '00 around the globe

Asia/Pacific Briefing Sessions

April 3	Melbourne, Australia
April 5	Sydney, Australia
April 13	Kuala Lumpur, Malaysia
April 19	Singapore
April 21	Seoul, Korea
Oct. 20	Tokyo
May 22	Wellington, New Zealand
May 23	Auckland, New Zealand
TBD	Thailand

European Briefing Sessions

April 5	Stockholm, Sweden
April 6	Copenhagen, Denmark
April 10	Milan, Italy
April 13	The Hague, the Netherlands

Latin America Briefing Sessions

May 9	Colombia
Aug. 7	Sao Paulo, Brazil
Oct. 5	Venezuela
Oct. 19	Mexico City, Mexico

IDG

Monday, March 27, 2000

News & Information Director (CIO) The Director of News & Information will oversee the day to day operations and publicity initiatives for two magazines, high-profile conferences for business executives, news polls, and congressional testimony. Position reports to Vice President, News & Information and requires brand building expertise, plus extensive media relations experience with national and major market business journalists. Knowledge of consumer and trade magazine publicity a plus. Will supervise in-house staff as well as outside vendors. Must have superb interpersonal skills, writing ability, professional maturity, and strategic sensibilities. Broadcast news PR experience also extremely valuable. We are seeking a senior, seasoned PR pro with extremely good sensibilities for what makes news, and the track record to translate those ideas into meaningful placements. Travel to major media markets and conference locations required. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

Senior Marketing Specialist, Internet & Communications Groups (IDC) This person will focus on marketing some of the hottest areas in technology including the Internet and Communications research programs. Responsibilities include working with a team of high-profile market analysts and sales staff, managing events, writing persuasive press releases and report promotions, assisting in positioning products, translating technical ideas into compelling marketing messages, developing targeted prospect lists, and creating new direct mail and marketing campaigns. The ideal candidate for this position will be a dynamic, assertive and communicative professional with 2-4 years of diverse experience including product and direct marketing as well as marketing communications experience. Strong organizational, communication, and promotional writing skills needed. A working knowledge of PowerPoint, Microsoft Word and Excel as well as QuarkXpress is expected. *Location: Framingham MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Software Engineer (IDC) The Publishing, Services and Technologies team seeks a software engineer with strong technical and communication skills to develop and support document templates, workflow and publishing systems. Responsibilities include application development and support, systems and data integration, quality assurance and documentation. Your primary job responsibilities will include: 1) Participating in the design, development, and implementation of a state of the art XML authoring environment that will allow us to simultaneously author and publish to multiple media types; 2) Taking over the support and development of the Templates used in publishing processes. These are MS Office templates used by IDC employees to author IDC documents and related collateral material; and 3) assisting with implementation of new Content/ Workflow/ Knowledge Management System. This position requires at least 2+ years' desktop publishing and template development experience. Good understanding of Word, Excel, and other Microsoft Office tools. XML a plus. The ideal candidate will have programming experience to include: Visual Basic for Applications, Microsoft Office Developer Suite, HTML, C, C++, Java. Lotus Notes, SQL, XML, and Adobe Acrobat are pluses. BA/BS in CS, CIS, MIS or equivalent. *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Program Director, IT Markets & Strategies (IDC) IDC is seeking a Program Director for the IT Markets and Strategies Program in the Global Research Group, which manages several of IDC's highest profile products. These include the IDC Black Book , which rolls up all of IDC's market numbers across 55 countries and over 40 technology categories, the Information Society Index, which analyzes the technology capacity of 55 countries, and The New IT Economy, which analyzes the impact of IT and Internet technology on the global economy. It also includes a research operation in the UK covering the same issues from a European perspective. The Director will need to be multi-talented. Key attributes we are looking for include: business development and client interaction skills, data analysis and research skills, and the ability to develop a team. A key attribute to the individual's success is interpersonal skills, since this group interacts on a daily basis with IDC regional and country offices and with all major IDC technology research groups. The ideal candidate will have experience in or knowledge of the IT industry, experience building a business, and sufficient facility with quantitative analysis to support the creation of high-quality, quantitative analysis. International business experience would also help, since this is a global product in a company with over 40 research offices outside the U.S. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Research Manager, Quarterly Server Tracker Program (IDC) IDC's Worldwide Quarterly Server Tracker research group is looking for an individual with superior analytical, communications, and spreadsheet skills to be part of our team tracking the global server marketplace. Responsibilities include; generating business, directing product enhancements, coordinating the efforts of IDC analysts around the world, analyzing and reporting on the dynamics within the server market, market sizing, helping in the forecasting process, competitive analysis, and data management and reconciliation. Must be capable of working with vendors and end-users. The position requires superb modeling/spreadsheet knowledge, and the ability to multi-task. The ideal candidate will have at least two years experience working in the vendor and end-user community. Knowledge of the server market and associated technologies a definite plus. Some travel required. *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Sr. Research Analyst, Personal Computers/Mobile Computing (IDC) This dynamic position covers the fast-paced notebook/laptop segment of the mobile market. Candidates should have in-depth knowledge of the notebooks/laptop marketplace (vendors, products, trends, applications, users). The desired candidate must have excellent writing, communication, presentation, analytical (both quantitative and qualitative), and customer support skills. Candidates must also be articulate and work well with others in a dynamic team environment. This individual will be the primary author of research deliverables including articles for the Personal Computing CIS' IDC Weekly Update newsletter. In addition, they will work extensively with IDC's Worldwide Quarterly PC Tracker team, author five-year forecast bulletins, and new research on the notebook/laptop marketplace. They may also become involved in consulting projects, and special studies or reports. *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Facilities Manager (IDG Central Svcs) Seeking a Facilities Manager who will supervise a staff of six and manage a department that supports over 400 people in multiple IDG business units at three locations. Main responsibilities include: managing building maintenance functions, including repairs/adjustments to HVAC, electrical, plumbing, carpet/upholstery, general building repairs and supervising of custodial operations; managing the company recycling program; managing facility projects including space forecasting and allocation, budgeting, scheduling, design, bidding, construction, furnishings, and relocation for renovation and new construction; managing the company security systems; and managing the company Health and Safety program, including ergonomics. Qualified candidates will have three to five years experience in supervising facility-related services; familiarity with bid evaluation, local building and fire codes, and basic electrical, mechanical and structural standards and requirements; a thorough understanding of the principles of space design and layout; knowledge of standard construction planning and estimating practices; and familiarity with purchasing and accounting principles and budgeting practices. PC proficiency with CAD experience is required. A California driver's license with a good driving record is required. *Location: San Francisco CA*
Contact: P. Murphy, Fax: 415-543-3984, Phone: 415-978-3365, Email: pat_murphy@pcworld.com

Editor - PCWorld Hong Kong (IDG Comm) Seeking an Editor to manage a small but hard working team, and be responsible for planning and running of PCWorld Hong Kong, a monthly magazine which provides guidance on buying, using and planning of PC products/technologies. Proven track record with senior journalistic experience, excellent communications and a broad technical knowledge of PCs as well as ability to build strong readers, vendors and staff relationship are required. *Location: Hong Kong*
Contact: M. Almeida, Fax: 852-2861-0953, Phone: 852-2681-3238, Email: m.almeida@idg.com.hk

Director, Global Expo Support Center (IDG GESC) Global Expo Support Center seeks an energetic and creative individual to assist expo groups in Asia and Europe bring US-initiated shows (Linux World, Internet Commerce Expo) to local markets. The position will serve as a "helpline" responsible for transferring best practices, customer databases, conference content, marketing materials etc. to our international expo operations. Individual must have knowledge of expo business, understanding of global cultures, be independent in work style, well organized and possess excellent communication skills to work across multiple operating units. Position will initially report to President and CEO, IDG. *Location: Boston MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Administrative Assistant, International Sales (IDG/B) IDG Books is looking for a polished, well organized and detailed oriented individual to assist the VP of International Sales. The successful candidate will have excellent follow through and communication skills, knowledge of MS Office, and at least one year of office experience. Bachelor degree preferred. *Location: New York NY*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Subsidiary Rights Assistant (IDG/B) The Subrights Department seeks a highly organized, and detail oriented assistant for great entry-level position. Assist both the Manager of Foreign Rights and Manager of Electronic Rights in all aspects of licensing of foreign translations, English language reprint rights in the UK and Australia, CD-ROM/DVD rights, on-line rights, handheld devices, and other electronic rights. Responsibilities include acting as liaison between foreign clients and department, compilation and mailing of selling materials, trafficking of contracts and database management, coordinating of Frankfurt Book Fair, as well as general administrative duties. The successful candidate will have a college degree, excellent communication skills, and knowledge of Excel, Word, and FileMaker Pro. *Location: New York NY*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Trademark Administrator (IDG/B) IDG Books seeks an experienced professional to oversee our growing trademark portfolio. You will be responsible for handling trademark searches and applications, maintenance of the trademark database and related reports, correspondence with outside trademark counsel, and identifying and responding to trademark infringements. The ideal candidate will have 2+ years' experience with trademark filings, administration, and infringements. Requires a flexible individual with outstanding interpersonal and communication skills, capable of multi-tasking in a high volume, fast-paced team environment with minimal supervision; proficiency in Word and Excel, excellent organization skills, and strong attention to detail with a high degree of accuracy. *Location: Foster City CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Associate Financial Analyst/Financial Analyst (IDG/CSG) Reporting to the Manager of IDG's Financial Reporting and Budgeting Department, the individual in this position will be responsible for monthly financial reporting and analysis of results, the preparation and reporting of US and international budget information, spreadsheet analysis, and the preparation of various ad hoc reports and projects. The ideal candidate will have strong Excel spreadsheet skills as well as exposure to database applications, will be detail oriented, and will perform well under deadline pressure. A working knowledge of accounting software, database tools and report writers is preferred. BS in accounting or finance and 1-3 years related experience is required. Familiarity with magazine publishing or on-line business a plus. *Location: Framingham MA*
Contact: J. Lynch, Fax: 508-935-4600, Phone: 508-935-4041, Email: julie_lynch@idg.com

Director of International Accounts (IDG/GS) IDG Global Solutions (IGS) utilizes IDG's global resources to assist leading IT companies in building brand recognition by developing globally integrated marketing programs via IDG's print, on-line and exposition products worldwide. The Director of International Accounts for IGS will design and implement global sales strategies to generate revenue by maximizing ad sales and market share and will be responsible for representing the advertising sales interests of over 280 indigenous IT magazines and newspapers across 75 countries. He/she will be on the front line reinforcing IDG's position as the world's largest and most successful provider of information services. Candidates must have the proven ability to manage multiple priorities in an extremely fast paced, multi-tasking sales environment. Candidates also should have a minimum of 3-5 years' of international sales, international marketing or outside space sales experience for a major computer/technology publication. International diplomacy and excellent communication skills are a must. Foreign language ability a definite plus. *Location: San Francisco CA*
Contact: P. Mylchreest, Fax: 415-331-0881, Phone: 415-676-3004, Email: peter_mylchreest@idg.com

Assistant Editor (IFW) Seeking an Assistant Editor to plan, develop, and edit feature-length product comparisons, how-to articles, and technical analyses, as well as timely product reviews of enterprise hardware, software, and solutions. The editor will be expected to meet weekly deadlines, juggle multiple tasks simultaneously, follow technical beats, and work in a team-oriented environment. Professional editing experience is not a requirement but the candidate must have demonstrated ability to evaluate and modify a manuscript to a publication-ready state under tight deadline. Top-notch analytical skills and a meticulous eye for sentence structure and grammar are mandatory. The successful candidate will have 2-3 years of experience in a professional environment, where they adeptly demonstrated the ability to prioritize, organize, and follow through on both long- and short-term projects. *Location: San Mateo CA*
Contact: L. Piquet, Fax: 650-312-0505, Phone: 650-525-3417, Email: lori_piquet@infoworld.com

Web Producer (ITworld) Seeking a creative Web producer to work collaboratively with the editorial and production team members to produce focused on-line content for our developer Web sites (JavaWorld, SunWorld, and LinuxWorld). Responsible for HTML and CGI production for the three developer sites. Template creation and maintenance. Creation of simple Web graphics and the modification and optimization of supplied graphics. Qualified candidates have 1-2 years' experience in a Web production environment, solid HTML (tables, forms, and frames) production experience without using a WYSIWYG editor, a thorough understanding of the Web as a publishing medium, experience with Web page design and preparing graphics for the Web, familiarity with JavaScript and CGI, and excellent planning, organizing, and time management skills. Experience with graphics software (Photoshop, Illustrator, and Fireworks), HTML editors (HomeSite or BBEdit) and Internet protocols and procedures (FTP, SSIs, Telnet, etc.) a must. Knowledge of Vignette StoryServer and Tcl a plus. *Location: San Francisco CA*
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Project Coordinator (Mac Pub) The on-line group of Mac Publishing LLC, publisher of MacWEEK, Macworld, MacCentral, iMacworld and MacBuy, is looking for a Project Coordinator. Responsibilities include developing and maintaining project schedules, tracking project budgets and coordinating with other groups within Mac Publishing who wish to have on-line projects completed. Candidate should be comfortable using Macintosh computers and have a experience using project scheduling tools, word processing and spreadsheet applications. Experience working in a web-publishing environment a plus. *Location: San Francisco CA*
Contact: P. Forrester, Phone: 415-243-3502, Email: paul_forrester@macworld.com

Assistant Editor (Mac Pub) Seeking an Assistant Editor for MacBuy.com to help shape this shopping site. Duties will include assigning, editing, and writing consumer-oriented articles; keeping a close eye on site traffic trends and Mac product news; and close coordination with other Mac Publishing entities and departments. Candidates should have one or two years editing or journalism experience, familiarity with the Mac market and Mac technology, and be quick on their feet. *Location: San Francisco CA*
Contact: S. Courteau, Phone: 415-243-3567, Email: scourteau@macworld.com

Assistant Managing Editor (Mac Pub) Macworld Magazine, the leading Macintosh publication and award-winning editorial organization, is looking for an Assistant Managing Editor to help run the Copy Desk department. The AME helps steer Macworld through the monthly editorial cycle, insuring that Macworld content is both produced in a timely manner and is accurate. The AME helps set schedules for the development editors, and oversees the delivery of content to production by deadline. The AME also supports the managing editor as needed. The AME reports to the Managing Editor. The successful candidate will have several years experience in a copy edit role. *Location: San Francisco CA*
Contact: A. Gore, Fax: 415-243-3644, Phone: 415-243-3603, Email: andy_gore@macworld.com

Managing Editor (Mac Pub) Responsible for steering Macworld through the monthly editorial cycle, insuring that Macworld content is produced in a timely/accurate manner. Managing editor will manage a team of copy editors who oversee all print editorial, sets schedules for the development editors, and ensures that all copy is thoroughly edited and delivered to production by deadline. The managing editor works closely with both the design and production departments to reach these goals. He or she also defines all editorial workflow and related processes and systems for Macworld. The managing editor is a department head with budget responsibility and reports directly to the Editor-in-Chief/VP of Content. In addition to managing the existing print editorial process, the managing editor will also have a role is creating an on-line copy edit process for Macworld's on-line business. Successful candidate will have experience managing a print editorial copy desk and will have several years' experience in a copy edit role. *Location: San Francisco CA*
Contact: A. Gore, Fax: 415-243-3644, Phone: 415-243-3603, Email: andy_gore@macworld.com

Senior Webmaster/UNIX Administrator (Mac Pub) Mac Publishing LLC, publisher of MacWEEK, Macworld, MacCentral, iMacworld and MacBuy, is looking for a Senior Webmaster to administer our current online properties and to help design and implement scalable,load-balancing multi server, multi location web sites. You should have a strong background in unix system administration and have experience with both Netscape Enterprise Server and Apache. Experience adding modules such as jserv, and mod_perl is a must! Experience with perl, java, jsp, or Oracle is a plus! Experience with Web publishing and/or workflow systems and technologies a plus! Cannot be entry level. We need a guru with strong configuration experience in a UNIX environment and experience as a Webmaster. Requires 5 to 10 years of experience. *Location: San Francisco CA*
Contact: P. Forrester, Phone: 415-243-3502, Email: paul_forrester@macworld.com

Web Developer (Mac Pub) Mac Publishing LLC, publisher of MacWEEK, Macworld, MacCentral,iMacworld and MacBuy, is looking for an experienced Web Developer to both maintain existing web applications and to develop new web applications. Candidate should have experience with Perl and/or any of the following: PHP,Web Objects, JSP, JavaScript, HTML. Should have experience working with web development tools in a UNIX environment. Requires at least 3-5 years of experience. *Location: San Francisco CA*
Contact: P. Forrester, Phone: 415-243-3502, Email: paul_forrester@macworld.com

Web Production Assistant (Mac Pub) Mac Publishing LLC, publisher of MacWEEK, Macworld, MacCentral,iMacworld and MacBuy, is looking for a Web Production Assistant to handle day to day tasks associated with keeping a production web-site running. Should be comfortable using Macintosh computers and have a background in HTML development and maintenance. Experience with scripting languages such as Perl or Frontier is a plus Requires 2+ years experience. *Location: California*
Contact: P. Forrester, Phone: 415-243-3502, Email: paul_forrester@macworld.com

Web Software Engineer (NWW) In this position, you will design a new site architecture and develop enhanced software tools for our digital web publishing system. The position requires solid web design skills, innovation, and ability to work with an extended team. We will use a mix of in-house development and integration with third-party tools. Required experience includes: Unix (Solaris) or NT and two or more of the following: Java, C/C++, ASP/VBScript, JSP. Other skills of preference include: Perl, Oracle 8i, MSSQL 7, Apache, Microsoft IIs 4, EJB, CORBA, DCOM, ADO, JDBC *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

Subscription Marketing Manager (PCW) An energetic, quick-learning individual to manage many new subscriber sources, such as insert and gift promotions, subscription agents, and other miscellaneous sources. The Subscription Marketing Manager will provide support for on-line subscription promotions. Responsibilities also include managing all premium business. Additional responsibilities include response analysis, budgeting support, and expense tracking, and strategic planning. Qualified candidates must have prior experience in magazine circulation. Excel and Microsoft Word skills are required. *Location: San Francisco CA*
Contact: J. Apostol, Fax: 415-882-0936, Phone: 415-267-1798, Email: judy_apostol@pcworld.com

Copy Chief, PCWorld.com (PCW) PCWorld.com has an opportunity for an excellent copy editor and project manager to step into a pivotal role for its growing Web site. The copy chief will supervise and train copy editors, ensuring adherence to PC World style; coordinate copyflow from copyedit to launch; maintain the PCWorld.com style guide and develop PCWorld.com style; and learn online editorial production tools, all on tight deadlines. Candidates must have at least three years copyediting experience, have excellent working knowledge of the Chicago Manual of Style, and have some supervisory experience. Experience working with Web content is a plus. *Location: San Francisco CA*
Contact: R. Freed, Fax: , Phone: 415-975-2677, Email: rebecca_freed@pcworld.com

Human Resources Assistant (PCW) PC World's Human Resources department is looking for one intelligent and office savvy individual to take over the responsibilities of the Human Resources Assistant. Day to day activities will include supporting the HR department in all its functions, with specific responsibility for job posting, resume tracking, recruitment support, payroll processing, HRIS entry and reporting, record keeping, time and attendance tracking, coordination of training programs, and general administrative support. This customer-oriented, approachable, responsive and detail-oriented person must also have a Bachelor's degree or equivalent with at least 2 years work and administrative experience. Please have stellar communication and general computer skills. *Location: San Francisco CA*
Contact: K. Coldwell, Fax: 415-974-7316, Phone: 415-978-3290, Email: kate_coldwell@pcworld.com

Newsletter Manager (PCW) The PCWorld.com Newsletter Manager will manage all promotions and marketing efforts for acquiring new subscribers to PCWworld.com's email newsletters. This includes responsibility for all subscription pages and subscription promotions on the PCWorld.com site; management of all audience and business development designated promotional space within all newsletters; development of new subscription sources for acquiring newsletter subscribers; creation and promotion of additional newsletter products; and tracking and analysis of the effectiveness and costs for all newsletter promotions. He/she will also assist the Director of Consumer Marketing with email list rental management. The ideal candidate will have an in-depth knowledge of print and Internet publishing with a minimum of 2 years experience and with an emphasis on subscription/member acquisition and marketing. In addition, the candidate must have strong project management and organizational skills, proven leadership abilities, and a high degree of energy and enthusiasm for Internet publishing. *Location: San Francisco CA*
Contact: U. McGee, Fax: 415-974-7491, Phone: 415-978-3183, Email: ulla_mcgee@pcworld.com

BU	Category	Title	Location	Contact	Phone #	Fax #
CIO	Ad Sales	Administrative Assistant (Sales)	Fairfield NJ	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Ad Sales	Advertising Sales Assistant	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Ad Sales	Advertising Sales Associate	Austin TX	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Admin	Administrative Assistant	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Art/Design	Graphic Designer	Framingham MA	T. Gump	P:	F: 508-935-4600
CIO	Bus Dev	Business Development Manager	Framingham MA	T. Gump	P:	F: 508-935-4600
CIO	Cust Pub	VP, Custom Publishing	Framingham MA	T. Gump	P:	F: 508-935-4600
CIO	Edit	Features Editor	Framingham MA	T. Gump	P:	F: 508-935-4600
CIO	Edit	Features Writer	Framingham MA	T. Gump	P:	F: 508-935-4600
CIO	Intern	Editorial Intern	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Intern	Intern, Marketing Communications	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Mktg	News & Information Director	Framingham MA	T. Gump	P:	F: 508-935-4600
CIO	Operations	Data Applications Coordinator	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Web Tech	Assistant Editor, Web	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Web Tech	Web Designer	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Web Tech	Web Writer	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
Comp Curr	Edit	Associate Editor	Berkeley CA	R. Luhn	P: n/a	F: 510-527-4106
Comp Curr	Edit	Copy Editor	Berkeley CA	R. Luhn	P: n/a	F: 510-527-4106
Comp Curr	Edit	Managing Editor	Berkeley CA	R. Luhn	P: n/a	F: 510-527-4106
CW	Cust Pub	Managing Editor - Custom Publishing	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Copy Editor	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Sr. Reporter	San Mateo CA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Web Designer	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	IS	Help Desk Technician/Mac Support	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	IS	Online Developer	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	IS	Systems Administrator	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Mktg	Marketing Specialist	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Prod	Display Ad Coordinator	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Rsch	Audience Research Specialist	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Sales	Field Marketing Executive	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Sales	Sales Associate	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
FCW	Ad Sales	District Sales Manager	Falls Church VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Chief Copy Editor	Falls Church VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Reporter	Falls Church VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	IS	Information Systems Manager	Falls Church VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
GWAN	Sales	Account Executive	Framingham MA/ San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
GWAN	Sales	Director of Interactive Sales	NY or CT	B. Binan	P: 203-351-1085	F: 203-351-1089
GWAN	Sales	Interactive Sales Associate	San Francisco CA	B. Binan	P: 203-351-1085	F: 203-351-1089
GWAN	Sales	Interactive Sales Manager	San Francisco CA	B. Binan	P: 203-351-1085	F: 203-351-1089
IDC	Admin	Administrative Assistant	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Admin	Group Operations Coordinator, eBusiness	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Bus Dev	Director, Partnership Development & Content Licensing	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Facil	Manager of General Services	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Fin	Business Analyst	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Fin	Staff Accountant	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	HR	Human Resources Coordinator	Framingham MA	D. Bernardi	P: 508-935-4361	F: 508-935-4432
IDC	HR	Human Resources Manager	Framingham MA	D. Bernardi	P: 508-935-4361	F: 508-935-4432
IDC	Intern	Intern, IS Outsourcing Services	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Latin America	Mountain View CA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Library	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	IS	Sr. Systems Administrator	Framingham MA	M. Maynard	P: 508-988-6719	F: 508-935-4432
IDC	Mktg	Interactive Marketing Manager	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Mktg	Senior Marketing Specialist, Internet & Communications Groups	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Prod	Product Manager/ Senior Web Developer, WW Services Research	Framingham MA	J. Snow	P: 508-935-4631	F: 508-935-4600
IDC	Prod	Senior Web Developer	Framingham MA	J. Snow	P: 508-935-4631	F: 508-935-4600
IDC	Prod	Software Engineer	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Prod	Web Developer, WW Services Research	Framingham MA	J. Snow	P: 508-935-4631	F: 508-935-4600
IDC	Rsch	Associate Analyst, International Access Service	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Associate Analyst, Internet Portal Brands & Telecom Billing Services	Austin TX	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Associate Analyst, Personal Computers	Framingham MA	M. Cornetta-Brown	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Assoc. Analyst, IRS/CIA	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Consulting Manager, Telecom Consulting Research	Framingham MA/ NYNY	M. Cornetta-Brown	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Inquiry Analyst	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Program Director, IT Markets & Strategies	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Program Manager, Business Network Services	New York NY	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Analyst, Asset Management, PC Server Market	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
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ITworld	Edit	Managing Editor	San Francisco CA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Edit	Web Community Editor	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	IS	Director, Message Express	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	IS	List Administrator (3pm - 11pm shift)	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Mktg	Product Marketing Manager	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Operations	Operations Coordinator	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Sales	District Sales Manager	New Jersey New York NY	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Sales	Regional Sales Manager	San Francisco CA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Web Tech	Designer	San Francisco CA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Web Tech	Graphic Production Specialist	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Web Tech	Web Engineer	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Web Tech	Web Producer	San Francisco CA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
Mac Pub	Admin	Project Coordinator	San Francisco CA	P. Forrester	P: 415-243-3502	F:
Mac Pub	Art/Design	Design Associate	San Francisco CA	E. Leishman	P: 415-243-3639	F: 415-442-0766
Mac Pub	Edit	Assistant Editor	San Francisco CA	S. Courteau	P: 415-243-3567	F:
Mac Pub	Edit	Assistant Managing Editor	San Francisco CA	A. Gore	P: 415-243-3603	F: 415-243-3644
Mac Pub	Edit	Associate Editor, Features	San Francisco CA	S. Sawyer	P: 415-243-3562	F:
Mac Pub	Edit	Associate Editor, Reviews	San Francisco CA	L. Comer	P: 415-243-3556	F:

BU	Category	Title	Location	Contact	Phone #	Fax #
Mac Pub	Edit	How-To/Help Editor	San Francisco CA	J.Snell	P:	F:
Mac Pub	Edit	Managing Editor	San Francisco CA	A. Gore	P: 415-243-3603	F: 415-243-3644
Mac Pub	Edit	Sr. Editor	San Francisco CA	S. Beal	P: 415-243-3566	F:
Mac Pub	Sales	Online Account Manager	San Francisco CA	L. Pabon	P: 415-243-3526	F: 415-243-3657
Mac Pub	Sales	OnlineSales Manager	San Francisco CA	L. Pabon	P: 415-243-3526	F: 415-243-3657
Mac Pub	Web Tech	Senior Webmaster/UNIX Administrator	San Francisco CA	P. Forrester	P: 415-243-3502	F:
Mac Pub	Web Tech	Web Developer	San Francisco CA	P. Forrester	P: 415-243-3502	F:
Mac Pub	Web Tech	Web Production Assistant	California	P. Forrester	P: 415-243-3502	F:
NWW	Admin	Sales Assistant	Devon PA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Admin	Sales Assistant	San Mateo CA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Conf	Marketing Manager	Southborough MA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Edit	On-line Copy Editor	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Edit	Senior Editor	West Coast	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Sales	Account Executive	San Mateo CA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Sales	Account Manager, Seminars and Events	San Mateo CA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Sales	District Sales Manager	San Mateo CA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Sales	Fusion Account Executive	San Mateo CA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Web Tech	Web Software Engineer	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
PCW	Ad Sales	Account Manager	San Francisco CA	R. Kops	P: 415-978-3385	F: 415-442-1891
PCW	Ad Sales	Account Manager	Framingham MA	W. Silverman	P: 201-587-7318	F: 201-712-9786
PCW	Ad Sales	Associate Publisher, pcworld.com	TBD	B. Ostrow	P: 508-370-0844	F: 508-872-6912
PCW	Bus Dev	Director, Business Development, pcworld.com	San Francisco CA	U. McGee	P: 415-978-3183	F: 415-974-7491
PCW	Bus Dev	On-line Business Analyst	San Francisco CA	U. McGee	P: 415-978-3183	F: 415-974-7491
PCW	Circ	Subscription Marketing Manager	San Francisco CA	J. Apostol	P: 415-267-1798	F: 415-882-0936
PCW	Edit	Assistant Managing Editor, Print	San Francisco CA	K. Stein	P: 415-974-7362	F: 415-442-1891
PCW	Edit	Associate Editor, On-line Reviews	San Francisco CA	G. Frame	P: 415-978-3193	F: 415-442-0758
PCW	Edit	Associate Editor, Print News	San Francisco CA	R. McLeod	P: 415-978-3151	F: 415-442-1891
PCW	Edit	Associate Editor, Print Reviews	San Francisco CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW	Edit	Copy Chief, PCWorld.com	San Francisco CA	R. Freed	P: 415-975-2677	F:
PCW	Edit	Editor in Chief	San Francisco CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	Edit	Reporter	Boston MA	E. Bender	P: 617-482-2750	F: 617-426-0235
PCW	Edit	Senior Associate Editor, Print Reviews	San Francisco CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW	Edit	VP/Editorial Director, PC World US	San Francisco CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	HR	Human Resources Assistant	San Francisco CA	K. Coldwell	P: 415-978-3290	F: 415-974-7316
PCW	IS	Applications Developer	San Francisco CA	N. Bailey	P: 415-978-3235	F: 415-442-1891
PCW	Mktg	Director, Consumer Marketing, pcworld.com	San Francisco CA	U. McGee	P: 415-978-3183	F: 415-974-7491
PCW	Mktg	Newsletter Manager	San Francisco CA	U. McGee	P: 415-978-3183	F: 415-974-7491
PCW	Mktg	Presentation Specialist	San Francisco CA	S. Wong	P: 415-978-3181	F: 415-442-1891
PCW	Mktg	Promotions Manager	San Francisco CA	U. McGee	P: 415-978-3183	F: 415-974-7491
PCW	Rsch	Research Analyst	San Francisco CA	B. Eichel	P: 415-978-3254	F: 415-974-7404
PCW	Rsch	Senior Research Manager	San Francisco CA	B. Eichel	P: 415-978-3254	F: 415-974-7404
PCW	R&T	Performance Analyst	San Francisco CA	J. Kuta	P: 415-974-7430	F: 415-546-1673
Webby	Admin	Executive Assistant	San Francisco CA	R .Anderson	P:	F: 415-882-7092

Marketing

continued from page 1

customized solutions across all of IDG's products and providing superior customer service and ease of use. Its team of sales executives, research analysts and corporate marketing specialists provide integrated marketing programs for IDG's top customers in order to increase revenue and profits across all IDG business units and increase customers' satisfaction and loyalty. To accomplish this, the marketing department within IDG Communications must be constantly up to date on news and information about the business units. This was the catalyst for pulling all the marketing executives together.

The core of the meeting focused on the marketing initiatives and programs each publication is currently managing. A representative from each publication gave an update on how their departments were structured, who to contact for what, upcoming initiatives and a brief competitive review in which they detailed their primary competitors in both print and online.

There was also extended discussion on specific topics in which all business units have a vested interest. Trade shows and events were talked about at length in terms of business unit and corporate goals. IDG Communications is responsible for managing IDG's booth presence at major trade shows such as Windows 2000 Expo, PC Expo and Networld+Interop, among others and is eager to better understand the role trade shows play in each business unit's marketing mix, DeBalko said.

"Each publication and Web site exhibits at trade shows for different reasons," she continued. "Some publications use shows as a circulation driver, while others use the opportunity of bonus distribution to provide advertisers with added value or increased visibility. In the case of ITworld.com, they recently used the Windows 2000 Conference and Expo as the site of their official launch. Understanding how business units are using trade shows is imperative so that we're able to create the right environment for them to meet their goals."

Other issues discussed included research plans, online marketing programs, a corporate marketing campaign and improving interdepartmental communication within IDG.

A second Summit is scheduled for August. "We agreed that it's important to get together on a regular basis to keep the conversation going and collaborate on marketing initiatives," DeBalko said.

For more information, contact Catey DeBalko at Catey_DeBalko@idg.com or 415-676-3003. WU

To market, to market...

From a marketing standpoint, IDG Communications' marketing staff — which includes **Volker Heistermann**, market intelligence manager; **Michelle Kloss**, marketing coordinator; **Paul Tyler**, graphics specialist; and **Jane Benoit**, trade show and events manager — is charged with the following:

- Providing marketing support for integrated solutions for IDG's Top 30 clients.
- Providing support to publication representatives working on collaborative proposals.
- Promoting IDG's readership and capabilities to the Top 30 clients, the media community and prospects.

IDC global selling team makes tree-mendous effort at team-building

Will IDC's worldwide sales managers do just about anything for their clients? Absolutely. Until March 7, however, they didn't realize that might include jumping from tall trees.

Eighteen sales managers representing Europe, the Middle East and Africa, the U.S., Latin America and Canada gathered in northern California for three days this month for this global selling team's first training session. The goals: learn how to add value for customers, IDC sales employees and IDC in general; sharpen leadership skills; and develop a global strategic sales vision for IDC.

On the first day the Catalyst Group, a leadership training firm, introduced the IDC team to the theory of "experiential learning." "In other words, they tried to explain to a somewhat skeptical audience why jumping from tall trees would help us to exceed our bookings plans," said Senior Vice President of Worldwide Sales **Don Best**.

The team donned harnesses and went through three daunting exercises designed to help them stretch themselves, face their fears and work as a team to beat seemingly insurmountable odds. After much jumping, climbing and swinging, the managers spent the next two days channeling their newfound bravery and teamwork into discussions on how to ensure IDC remains the premier worldwide IT analyst firm. WU

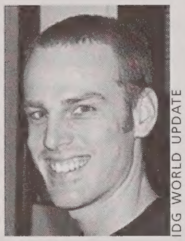
SKIP MILLER

IDC's worldwide sales team members in their tree-climbing attire. Back row (L-R): ***Bill Nash, Steve Fontaine, Brad Thorpe, Denise Haines, Ken Hoyt, Brad Christenson, Dan Cardamone****. Front row (L-R):* ***Jose Rodriguez, Jim Farley, Chris Jarmul, Bill Ganci, Randi Siegal, Kristin Williams, Steve Phillips, Donald Best, Michael Deutsch, Paul Brann*** *and* ***Keith Henry****. On the trip back from conquering the redwoods, the group's bus skidded off the road during a rainstorm and landed at a 45-degree angle in a muddy ravine. Not sure if it was bad luck or another aspect of "experiential learning," the managers--all unhurt-- used logs and rocks to right the bus and push it back on the road.*

noteworthy people

IDG WORLD UPDATE

McGee


IDG WORLD UPDATE

Warner

IDG WORLD UPDATE

Gonzalez

IDG WORLD UPDATE

Albro

IDG WORLD UPDATE

Weber

STEVE GONZALEZ

Caravaca

Promotions

PC World.com Business Manager **Ulla McGee** has been promoted to general manager. "In her new role, she will be responsible for defining our online business strategy and developing audience, traffic, revenue and market share," said PC World COO/CFO **Vicki Peilen**. "Her accomplishments are many, including negotiating an affiliate marketing program with Linkshare and the co-branded "MyWorldMail" e-mail service with Whowhere/Lycos. She also set up *PC World*'s content syndication program with isyndicate. As general manager, Ulla's goal is to get more people to come to the site more often — and stay longer."

IDG Conference Management Co.'s Customer Service, Support **Lavayne Harris** has been promoted to customer service registrar. "In her first 90 days with IDG Conference Management, [Lavayne] has proven that she can take on anything!" said **Lauren Whittle**, manager, Customer Service. "She has a great sense of humor, an enthusiasm about learning, a genuine caring and professional demeanor. In her role of assisting **Meg Burns** for the Demo 2000 conference, she demonstrated attention to detail and great interpersonal communication skills."

Kim Worden moves from creative services coordinator to creative services and design specialist at IDG Conference Management Co. "In her first year and a half, Kim has demonstrated her keen ability to create great, professional design solutions under extremely tight deadlines, all while maintaining a super rapport with both her internal colleagues and vendors," said Marketing Director **Jennifer Pesiri**. "These and her countless additional contributions have earned her this well-deserved recognition."

New employees

Ericka Franklin has been hired by *GamePro* magazine as a customer service coordinator. She was previously an on-site event coordinator for KFOG radio and holds a B.A. in radio and television from San Francisco State University.

Paul Warner joins GameProWorld.com as a Web developer programmer, coming from Electronic Arts where he was a software engineer. He holds a degree in industrial arts and Web development from San Francisco State University and plays guitar in the band Sixty Foot Time.

Jeannette Gonzalez joins *GamePro* magazine in San Francisco as circulation promotions manager. She most recently held a similar position at Bobit Publishing in Torrance, Calif. Away from her desk she enjoys movies, hiking and decorating.

Previously the managing editor of The San Mateo County (Calif.) *Times*, **Ed Albro** joins *PC World* as senior features editor. He earned a B.A. in English from Union College in Schenectady, N.Y., and enjoys swimming, hiking and "playing the Teletubby card game with my two-year-old daughter."

Director of Marketing **Hilary Weber** comes to Mac Publishing L.L.C. from the Gale Group where she was senior manager, strategic marketing. She earned a B.F.A. in painting and printmaking from Ohio State University and an M.BA. from the Haas School of Business at the University of California/Berkeley. Currently planning her garden, she also enjoys painting and vegetarian cooking.

Sales Associate **Rochelle Caravaca** comes to ITcareers in San Mateo, Calif., from Eagle Global Logistics where she was in inside sales. Recently married, she enjoys snowboarding and photography.

A recent M.B.A. graduate of Babson College in Wellesley, Mass., **Juan Orozco** is now a research analyst for IDC's Worldwide Black Book. He also holds a B.S. in industrial engineering from Andes University in Bogota, Colombia and recently presented the paper "Application of Real Options in Purchasing Strategies" at the Applied Research in Business Conference in Puerto Vallarta, Mexico.

Stephen Widen joins IDC as research director, storage software, coming from Compaq Computer Corp., where he was storage marketing manager. He holds three degrees from Worcester State College – a B.S. in history and secondary education; a M.Ed. in adult education; and a graduate certificate in training and development/human resource development. He is active in community affairs and coaches youth sports.

IDC has hired **Alan Taylor** as a research analyst in its Central and Eastern European office. He comes to IDC after three years' service with the Peace Corps in Zhytomyr and Kiev, Ukraine. Fluent in Russian and interested in Slavic and former Soviet cultures, he also holds a B.S. in business administration with an emphasis in marketing from Auburn University in Montgomery, Ala.

IDC has hired **Lucie Draper** as a research analyst in its Vertical Markets program. She held a similar position at the Forbes Consulting Group and holds a B.S. in agricultural economics from Montreal's McGill University. She enjoys travel and time spent with her two young daughters.

Alliance Manager **Evelyne Mayritsch** comes to ITworld.com's San Francisco office from The Gap, Inc., where she was a project manager. She holds a B.A. in international affairs and French from the University of Colorado and likes skiing, hiking and swimming.

Previously a copy editor at the San Francisco *Chronicle*, **Catherine Laidlaw** is now *The Industry Standard's* online copy chief. She earned a B.A. in journalism from the University of Missouri and enjoys running

continued on next page

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Ursula Sauter *IDG Germany*

19
Shirley Ingram *IDG Australia*
Helga de Gregori *IDG Germany*

18
Mary Ann McAuley *IDG*

17
Cynthia Sparrow *IDC*
Lucy Sheehan *IDG*

15
Aromi Rajon *IDG France*
Joachim Herbert *IDG Germany*
Mª Dolores Hermosell *IDG Spain*
Ramon Nacenta *IDG Spain*

14
Martin Meier *IDG Switzerland*
Simone Fiedler *IDG Germany*

13
Tania Evans *IDG Australia*
Magdalena Koch *IDG Germany*
Richard Villars *IDC*
Michele Kallin *IDC*

12
Michael Carroll *PC World*
Peter Gruber *IDG Germany*

11
Kirsten Hojrup *IDG Denmark*
Hiltrud Osterried *IDG Germany*
Carol Hildebrand *CIO*

10
Josiane Duhamel *IDG France*
Susanne Kirmaier *IDG Germany*
Hans Koniges *IDG Germany*
Setsuro Tamai *IDG Japan*
Alessandro Degli Occhi *IDG Italy*

9
Christoph Burkhart *IDG Germany*
Reinhold Harlacher *IDG Germany*
Claudia Dudkin *IDG Germany*
Ingrid Kurz *IDG Germany*
Lothar Miedel *IDG Germany*
Peter Leslie Townsend *IDG Germany*
Cathy O'Leary Hayes *CIO*

8
Bob Metcalfe *IDG*
Frances Whalen *IDG*
Thomas Hoffman *Computerworld*

7
Jean Bregeon *IDG France*
Jeffrey Senna *InfoWorld*
Andre Angeles *InfoWorld*
Andrea Weinholz *IDG Germany*

6
Stephen Graham *IDC Canada*
Valeri Gavrilov *IDG Bulgaria*
Helen Saull *IDG Australia*
Kevin Fogarty *Computerworld*
Manabu Wada *IDG Japan*
Atsushi Machino *IDG Japan*
Sue Dunk *FCW Government Technology Group*

5
Brad Grimes *PC World*
Madeleine Bonk *IDG Germany*
Sebastian Hirsch *IDG Germany*
Christian Meyer *IDG Germany*
Jacki McDonald *IDC*
Agnieszka Przybylinska *IDG Poland*
Antonette Cutone *IDG*

4
Petia Lukasheva *IDG Bulgaria*
Petra Rammelsberger *IDG Germany*
Ingrid Schutzmann *IDG Germany*
Kek Li Peng *Computerworld Singapore*
Katherine Noyes *CIO*
Tom Field *CIO*

3
Kurt Strebel *IDG Switzerland*
Birgit Nonboe *IDG Denmark*
Susann Naumann *IDG Germany*
Andreas Koschinsky *IDG Germany*
Simone de Wit-de Bruin *IDC Benelux*
Kimiko Niwa *IDG Japan*
Shigehiko Osa *IDG Japan*

2
Elizabeth Wasserman *The Industry Standard*
Christina Kelemen *Laurentian Technomedia*
Mats Ericsson *IDG Sweden*
Nathan Don *IDG Games Media Group*
Kim Wilken *IDG Denmark*
Sidsel Jorgensen *IDG Denmark*
Mariano Santile *IDG Argentina*
Gunnar Lott *IDG Germany*
Ralf Kreuzer *IDG Germany*
Andreas Klett *IDG Germany*
Ronald Wiltscheck *IDG Germany*
Peter Muller *IDG Germany*
Karen Cash *IDC*
Davina Yeo *IDC Singapore*

1
Maria Ekerhag *IDG Sweden*
Mads Cordt Andersen *IDG Denmark*
Lisa Robinson *InfoWorld*
Michael Dwornik *PC World*
Charles Lee *PC World*
Lewis Lee *PC World*
Kristina Nielsen *IDG.net*
Peter Spande *PC World*
Claudia Heinelt *IDG Germany*
Sandra Berger *IDG Germany*
Gregor Franzki *IDG Germany*
Petra Loroff *IDG Germany*
Silvia Sprenger *IDG Germany*
Frank Heublein *IDG Germany*
Jorg Thoma *IDG Germany*
Jutta Rauch *IDG Germany*
Patrick Hafford *IDC*
Vernon Turner *IDC*
Masao Ishii *IDG Japan*
Christopher Brown *CIO*
Sarah Hatcher *IDC*
Lisa Browne *IDG*
Nancy O'Connell *CIO*
Lisa Chaffin *CIO*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

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and improvisational theater.

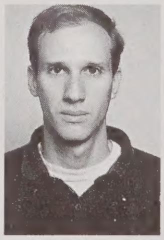
Online Producer **Darcy Fellin** comes to *The Industry Standard* from Lexitech where she was an online producer. She holds a B.A. in history from Washington State University, enjoys backpacking and travel and recently bungee jumped 350 feet off a bridge in New Zealand.

Returning employees

Chris Lindquist joins *CIO* as its first technology editor, taking charge of the Emerging Technology section. "He will also be the editorial group's official scout for what's cooking in the IT test kitchens," said CIO Editorial Director **Lew McCreary**, "and will help all of our writers and editors convey complex IT content clearly, accurately and insightfully." A six-year employee of *Computerworld*, he subsequently worked at C|Net then pursued a freelance career.

Sara Shay returns to her features editor position at *CIO*. A graduate of the Medill School of Journalism at Northwestern University in Chicago, she recently worked for *Philadelphia* magazine.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.


Taylor

Mayritsch

celebrating 10!

Name
Karin Tzschentke-Hlawna

Home
Vienna, Austria, but I am a German citizen.

Joined IDG Austria
I began as a *Computerwelt* freelancer in October 1987 and then joined officially in May 1988 writing business stories, interviews and profiles.

Current title
Deputy editor-in-chief and senior editor in charge of *Computerwelt Austria*'s news desk.

Most challenging part of your job
Keeping up with technological developments.

Latest accomplishment
Earning the responsibility to lead the news desk.

A memorable work moment you would like to forget
My very first interview abroad (in Paris) and the tape recorder broke down.

I joined IDG because
I wanted to enrich my journalistic knowledge and wanted to monitor pulse of the industry.

What´s kept you at IDG for 10 years
A very interesting job and very nice colleagues.

Education
Studied anthropology, history and sociology at university in Freiburg, Germany, where I earned a master's degree.

First job?
During college I was a journalist for a small daily newspaper, *Tauberzeitung*, in southern Germany.

Children
Flora, 8 ½ years, and Stella, 7.

What ability do you wish you had
More patience in pursuing personal and professional goals.

Dream destinations
Islands in the Pacific Ocean and China.

Fantasy job
Midwife

Five people, living or dead, you´d invite to a dinner party?
Bill Gates, Carly Fiorina, Socrates, Jane Fonda and Charlie Chaplin.

As a kid, what did you want to be when you grew up?
An actress.

Retirement dreams?
Do PR work for Medcins sans Frontieres (the humanitarian group Doctors Without Borders).

IDG Chairman ***Pat McGovern*** *escorted* ***Karin Tzschentke-Hlawna*** *to dinner at the restaurant Korso in Vienna recently in honor of her years of service to IDG Austria.*

Manager's profile
"Karin, who has held the position of deputy editor-in-chief of *Computerwelt* since the beginning of this year, is more than just a fountain of knowledge concerning the IT industry, journalistic experience and management know-how. She is also one of *Computerwelt*'s sunniest personalities who regularly puts a smile on her colleagues faces. It is a pleasure for all of us to work with her."

– Hiltraut Ludwig, editor-in-chief, Computerwelt

Weekly Webby

Evite URL: www.evite.com

In the beginning, there were invitations. And much suffering occurred. Paper, paper cuts, envelopes, stamp-licking, missing addresses, returned mail — all resulting in wounded organizers, jilted friends and countless mixed-up gatherings. E-mail arrived and the situation improved considerably, though issues remained with tracking RSVPs, intrusive cc:ed responses, and other complications. Now we have evolved to Evite. A nominee for The Webby Awards 2000 in the Services category, Evite is a free invitation and RSVP tracking Web site. Evite allows you make an online invitation, then sends it to an entire (bcc:ed) list. When invitees visit the invitation they can then see who else has been invited, who is coming and who is not, read comments from other invitees, and attach comments to their own responses. Evite's greatest strengths lie in its usefulness, simplicity, and price — free. As a nominee in the Services category, it'll be very interesting to see how it fares against heavy-hitting competition Kozmo and Webvan. Certainly judges will be forced to decide which is a more important delivery: food or friends? Think you know? Then vote for The People's Voice Awards at www.webbyawards.com.

-- Dave Skaff, editorial producer, The Webby Awards

The sites appearing in this space are Nominees for The Webby Awards 2000. They have been nominated by The International Academy of Digital Arts and Sciences and reviewed by Webby staff.

New address for *Thai Computerworld*

The editorial office of *Thai Computerworld* has moved.

Media Transasia Thailand, Ltd.
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Bangkok 10110
Thailand

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The sales staff and corporate office of Media Transasia remain in the company's original location.

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

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WWW.IDGWORLDUPDATE.COM

Computerworld prepares for IT Leaders Conference

Computerworld is organizing its first conference associated with the annual Premier 100 issue. The major conference sessions will be interactive, with *CW* editors moderating the discussion with IT leaders and industry experts in a town-hall meeting format.

June 19-21
Marriott Desert Springs
Resort & Spa
Palm Desert, Calif.
www.computerworld.com/p100

WAP catches on at *Computerworld Danmark*

In covering an industry always looking for the next big thing, Computerworld Online Danmark believes it has found it in WAP – wireless access protocol – and is using it to its advantage. The site joins a growing number of IDG business units around the world that are dabbling in the new technology (see sidebar, page 2).

WAP is an open, global specification that allows mobile users with digital wireless devices with a screen component – from mobile phones and pagers to two-way radios – to easily and quickly access information and services. WAP enables a Web site to automatically alter its appearance to fit the mobile device's hardware and software specifications.

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COMPUTERWORLD ONLINE
DANMARK
07. mar 2000
SØG
BAROMETER
Er IT-jobannoncer skrevet for indfødte?
JA 61 %
NEJ 39 %
TEMPEST
CALL CENT
Under ver tredje medarbejder
Op til 3 ankerne og forsikringsselskaberne
byge ter ind. Især salgs- og
s nt, forudser ny undersøgelse.
plysning langt om længe komplet
et gik fløjten i Danmark, har nummeroplysningen
været fyldt med huller. Nu lover Tele Danmark
bet kan levere alle numre på danske telekunder. Det
efter, at en ny lov forpligtede selskabet til det.
EN I BAGLOMMEN
Dansker bygger mini-pc med Linux

According to *Computerworld Online Danmark* Online Manager **Lene Sørensen**, WAP "is a very hot topic at the moment." Looking to take advantage of that heat, CW Online Danmark recently launched a free service that lets owners of WAP-

continued on page 2

CIO's Executive Programs staff celebrates 10th year

CIO's Executive Program staff assemble for a group photo at the recent Enterprise Value Retreat. Front row (standing on floor, left to right): ***Brian Fuce, Michele Zarella, Robin Azar, Cynthia Laird, Ron Bettencourt, Deanna Burke, Sherry Keyles, Heather Beauton, Sandi Hughey****. Second row (on the step, left to right):* ***Lynda Rosenthal, Karen Peabody, Shellie James, Amy Sanderson, Rachel Sherman, Jeremy Draper****. Top step (in back):* ***Mike Barbato****.*

CIO's Executive Programs (EP) department celebrates its 10th year of producing educational and networking opportunities for business and government executives who want to expand their knowledge of IT management issues and trends.

CIO's conferences are considered the most elite and content-rich in the marketplace and consistently attract high-caliber executives as attendees. EP creates a forum where face-to-face relationship building takes place between *CIO* magazine's advertisers and the CIO.

Conference curriculum includes four anchor programs per year: the bi-annual CIO Perspectives ® series, the CIO Enterprise Value Retreat ®, and the newest addition, the CIO 100 Symposiums. These quarterly core programs are complemented by a select group of custom programs. The Executive Programs staff has more than 100 years of combined expertise in the design, development and execution of premium global events for thousands of corporate and government executives who need to expand their knowledge of technology, business management issues and in-

continued on page 5

Who else uses WAP?

PCW
PERSONAL COMPANION WORLD

Last fall, IDG Sweden launched *Personal Companion World*, a magazine and companion online site (http://companion.idg.se) that promises readers "everything you need to know about the mobile world," from product releases to practical and business use of mobile technologies, including WAP. There are two WAP channels that deliver the site's daily news in WAP format.

For details contact Managing Editor Lena Axelsson at lena.axelsson@idg.se.

iNteRNeTTo

IDG Hungary introduced WAP service on its Web site, Internetto (www.internetto.hu), in January. The service focuses on current events and IT news, and the headlines are refreshed automatically to keep the content current. "The WAP service is accessed approximately 100 to 150 times a day, which should be considered a success considering there are only 500 to 600 WAP-enabled phones in Hungary" said iNteRNetto Senior Editor **Péter Porkoláb**. Although the country's major Internet content providers offer their own WAP service, and the mobile phone providers also have new services, IDG Hungary's WAP service has the most up-to-date global and IT-related news.

For more information contact Péter Porkoláb at yar@idg.hu.

CW Danmark

continued from page 1

enabled devices read the six latest headlines and a very short version of each story on a mobile phone or other device.

To read a CW Online WAP news story, a user sets www.wap.idg.dk as the "homepage" on their WAP-enabled phone or device.

The full text of the news stories can later be read online at www.computerworld.dk. At any given time, there are 12 stories on the CW Online site; the six most recent ones are available as headline/excerpts in the WAP format.

Although there are currently more than 30 WAP services and portals in Denmark, Sørensen said that the market and technology is still very much in its early stages, and few Danes own WAP-enabled devices, but "everybody is talking about WAP and developing services for it. There is no doubt that WAP will be a major factor in the future and will create new ways to provide information, as well as new ways to advertise," Sørensen said. For example, she notes that with interactive ads users will be able to buy products from their WAP-enabled mobile phone.

According to Sørensen, the production of WAP-enabled mobile devices has been slow, with Nokia the only company in Denmark with a WAP phone. However, she said "the latest Cebit [trade show in Europe] clearly demonstrated that production of these devices is rapidly increasing, and some of the other major players in this market, like Ericsson and Siemens, are ready to launch WAP products in the near future."

For more information, contact Lene Sørensen at l.sorensen@idg.dk. WU

Delivery to content storage devices beginning to emerge

The Industry Standard is "definitely pro-WAP and open to new technologies," said **Wanshun Tam**, associate producer at TheStandard.com. "We currently offer several different forms of delivery for our content." They include Palm Pilot devices and SoftBook and Rocket eBook, which are handheld content-storage devices.

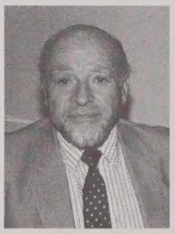
Tam said AvantGo is the most popular in terms of subscribers and traffic (www.thestandard.com/portable). Users download the AvantGo software to their Palm Pilot and then 'subscribe' to *The Industry Standard* on AvantGo's Web site. When they open AvantGo on their Palm Pilot they get the magazine's latest Internet economy news, the Week in Review feature and the day's Media Grok column.

"We are excited to integrate things such as customized content, interactive ads and more in the near future," Tam said. "Also, with the proliferation of pagers and cell phones, WAP will allow us to deliver to those platforms as well. Not only is this to our advantage exposure-wise, but it gives an added value to the end user who may be on the road often. Why limit ourselves to presenting content on a Web page? There's no reason to, and I think that a lot more content sites are going to naturally explore these options."

Like *The Industry Standard*, *InfoWorld* also uses AvantGo so that readers may download stories to their Palm Pilots or other content storage devices. **Jill Welch**, operations manager for infoworld.com, said taking the next step to use wireless access protocol for mobile devices "is definitely something we want to do" in the future.

For more information, contact Wanshun Tam at wanshunt@thestandard.com and Jill Welch at jill_welch@infoworld.com. WU

In memoriam



von Vajna Nagy

Kalman von Vajna Nagy, former managing director of IDG Venezuela, died last month in Wellington, Fla. He retired in 1998 after working with IDG for more than 13 years.

"Kal was the founding managing director of IDG Venezuela. Through his intelligence, perseverance, high energy, and business acumen, he built the company to the most successful computer publishing company in Venezuela," said IDG Chairman **Pat McGovern**. "I always looked forward to meeting Kal at the Worldwide Managers Meeting and on my visits to Caracas. His wonderful smile, good humor and joy of life were an inspiration to me. Kal had many friends throughout IDG. He will be missed."

Kalman is survived by his sons Andres, Victor and Ricardo. Condolences may be sent in care of:

Andres A. von Vajna
8790 Wendy Lane South
West Palm Beach, Fla. 33411

executive Q and A

Jeff DeBalko

The president of IDG Global Communications is this week's columnist. DeBalko may be reached at jeff_debalko@idg.com.

IDG Global Communications at-a-glance

Location San Mateo, Calif.

Year established 1996

Number of employees 16

Top goal(s) for 2000 Continue to grow our service business, deliver new Web-based customer information and service tools, and aggressively pursue global cost-cutting technology agreements.

> *Our fastest growing business continues to be our end-user support service. We provide business units with on-site desktop support ranging from one to four days per week, five-day-per-week help desk support and 24X7 emergency support all for around the cost of one full-time employee.*

Q What products and services does your group offer?

A IDG Global Communications is a technology services company with two major customer groups. The first is IDG Corporate and its divisions to whom we provide core technology services such as development and management of Web sites, global e-mail routing and management, management of the global Lotus Notes network and a variety of other technical services and consulting. Our other major customer group is IDG's worldwide operating units to whom we provide a variety of fee-based services in three main areas: network services, Web development and end-user support. Our goal is to provide both sets of customers cost-effective technology solutions with unparalleled customer service that reduce IDG's cost of doing business.

Many of our services are focused on leveraging infrastructure in place to support IDG corporate and IDG-wide technology initiatives. For example, during the past year we have built a brand new network operations facility at our San Mateo, Calif., location including fiber-optic Internet service and a diesel generator backup system. We now have the ability to provide full co-location services to IDG business units and our current customers include IDG Books, IDG Research, the Webby Awards and others. Because the investment has already been made to support IDG-wide services, we are able to offer flexible co-location services to individual business units while reducing their costs by 60% to 70% vs. larger outside vendors such as Exodus, Level 3, etc.

Our fastest growing business continues to be our end-user support service. With this innovative service, we provide business units with on-site desktop support ranging from one to four days per week, five-day-per-week help desk support and 24X7 emergency support all for around the cost of one full-time employee. The benefits to IDG are manyfold. First, business units are getting a higher level of service, a wider range of services, and a staff with a broad knowledge of IDG while avoiding the rapid escalation of IT compensation and skyrocketing recruitment costs. We have even expanded this service to include temporary support to deal with staffing shortages and total turnkey IT solutions including everything from purchasing, wiring and infrastructure development, to full-service network management. The impact on IDG as a whole is significant in terms of increased productivity, reduced disruption to the business and significant cost savings.

One of our more popular services continues to be our Global Dial Network, which provides dial-in Internet access in more than 1,500 locations worldwide. Our customers logged more than 30,000 hours in the last 12 months on the service, saving IDG more than $1.3 million in connection costs vs. using internal dial-in via toll-free numbers, calling card or long-distance access.

Q What are the details of the new agreement you've signed with MCI/WorldCom for worldwide voice/data services?

A One of the more challenging issues that IDG faces from an operational standpoint is how to leverage our worldwide size and spending power to reduce our total cost of doing business without having a negative impact on the autonomy of our individual units. For the past two years I have had ongoing discussions with several of the major voice/data service providers regarding how we could structure an agreement that would accomplish two major goals. The first would be for IDG and its units to benefit from the total IDG worldwide spending with individual vendors. In the case of MCI/WorldCom, IDG currently has more than a half a dozen contracts that, without leveraging our total buying power, cost IDG hundreds of thousands of dollars per year. The second would be to have an agreement that rewards IDG for increased spending on a worldwide basis rather than just putting more money in the coffers of the vendor. Our agreement with MCI/WorldCom is the first step toward accomplishing these goals.

The agreement calls for two things. The first is a recognition by MCI/WorldCom of all worldwide IDG spending with them (including their individual units such as UUNet, Skytel, etc.) and initial rates for a variety of services based on this worldwide spending total. Current customers will benefit from the lower rates where applicable and IDG units currently using other vendors may roll under the agreement with no financial commitment. Any costs associated with switching services can also be covered under a negotiated credit. Over the next 12 to 24 months, we will evaluate the program's success and then, if prudent, enter into a term agreement that will provide even lower rates and financial incentives for participating IDG units based on increased spending levels. As far as I know, this agreement is a first of its kind in terms of scope and scale and could potentially lead to millions of dollars of savings for IDG worldwide. I believe MCI/WorldCom is positioned to be the leading global provider of services critical to our business, and this agreement could position us as one of their premier global customers.

Network World's Adam Gaffin finds fame and (modest) fortune with site devoted to all things Boston

"Cahm ya livva!" That little-known Boston expression and a host of other words, phrases and trivia from the Hub of the Universe (as Bostonians like to say) has added up to a lot of fun – and a bit of fame and fortune – for *Network World*'s **Adam Gaffin**.

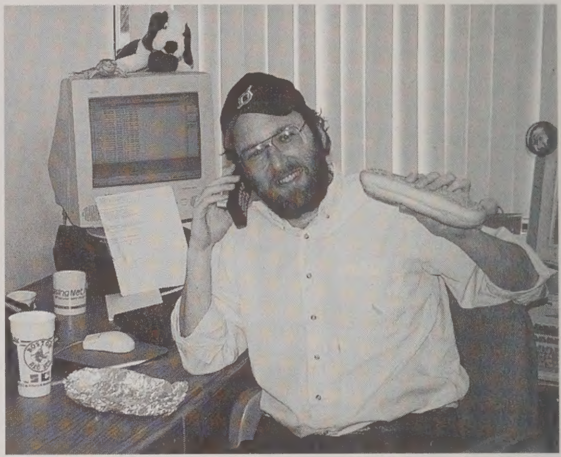
At work he's the business unit's online executive editor, but during off hours he's the guru behind Boston Online (www.boston-online.com), a humorous site that includes, among other things, a guide to Boston expressions and pronunciations. Gaffin's success with Boston Online has earned him a spot on a radio commercial for Cellular One, a major cellular phone service in New England.

Originally from New York, Gaffin came to the Boston area for college and decided to stay after graduation in 1981. Hearing the natives drop their "r's" (yes, it is common to hear "pahk ya cah" instead of "park your car") and sling phrases like "wicked good" was always a source of amusement. In 1994, the year after he joined *Network World*, Gaffin spent a few days at home after a trip to the dentist resulted in a bad root canal and began dabbling with an idea for a Web site. "The pain medication drove me to it," Gaffin recalled. "Plus, my wife and I had just seen our real-estate agent [in Roslindale, a Boston neighborhood also known as "Rozzie"], and she said she was on her way 'to Stah Mahket to get a big pahty platta.' I had no idea what she was talking about!"

Worldwide audience

And so, Boston Online began as a light-hearted guide to definitions and pronunciations of typical New England words and phrases. "Once the site was up with my original list, I started getting e-mails with more suggestions from people all over the world," Gaffin said. The vocabulary list, called "The Wicked Good Guide to Boston English," has close to 200 words and phrases (see sidebar).

Boston Online has grown to include a discussion area about Boston-related topics, resources for Boston residents, tourist information, descriptions of books about Boston, a trivia section and a new resource "The Wicked Good Guide to Public Restrooms." Gaffin notes online: "Boston has many wonderful things going for it. Readily visible public restrooms are not among them." Facilities are rated on a scale of one to four rolls of toilet paper and readers contribute ratings and hard-to-locate havens.



IDG WORLD UPDATE

*Sporting a Boston Red Sox baseball cap, **Adam Gaffin** fields a quick call and a snack from a sub roll masquerading as a spuckie (or is that a hoagie?).*

Boston Online has garnered several notable ratings and now averages 230,000 page views a month. Gaffin contracts with several ad agencies to sell ads on the site. "While the amount of revenue isn't phenomenal, it's enough for us to go out for some good dinners!" he said.

Boston Online's various "Best of" awards prompted the ad agency for Cellular One to contact Gaffin last year. After a representative interviewed him at the *Network World* office, Gaffin was invited to come to a studio to tape a radio commercial.

The theme of the rib-tickling campaign is "When you're focused on one thing, you do it well." The speaker introduces Gaffin as a "master of New England slang," and then Gaffin jokes about some of the phrases and words he's encountered ("Cahm ya livvah. I love that one! It means to calm down, cool your jets." The speaker then says "while we can't tell you what a 'spuckie' is, we can tell you how to get the lowest cellular rates possible." (A spuckie is a type of sandwich, similar to subs or heroes or hoagies to you readers from parts elsewhere, found in Italian neighborhoods.)

The ad debuted last month and will run until June in the Boston and Providence, R.I., markets. Gaffin, who earned a grand total of about $200 to do the ad, said the biggest payoff has been getting re-connected with people he hasn't heard from in years who call him and say, "Was that you on the radio?!" "And the irony is," Gaffin confided recently. "I hadn't even used a cellular phone until last Thursday!"

Excerpts from "The Wicked Good Guide to Boston English"

Suppa	Meal served around 6 p.m.
Tonic	What other people call soda. In some Boston supermarkets, the signs will direct you to the "tonic" and "diet tonic" aisles.
Triple Eagle	Somebody who went to Boston College (B.C.) High School, B.C. and B.C. Law School. [All the schools have an eagle as their symbol.] In some circles, more prestigious than a Hahvid degree.
Uey	A U-turn -- the Official Turn of Boston drivers.
Bomar	Somebody who's smaht; a brain. From the Bomar Brain, one of the first affordable calculators, which was made in Acton, Mass.
Bubbla	That's a water fountain to you, bub.
Coffee regulah	Coffee with some cream and two sugahs.
Packie [also known as a package store]	Wheah you buy beah.

Honors for www.boston-online.com

1995 - Best Web site in Boston, *Boston Magazine*

1998 - Best noncommercial cyber-outpost, *Boston Phoenix*

1999 - Best Self-Effacing Neighborhood Web Site (for Rozzie Square), *Boston Phoenix*

2000 - No. 4 in *Boston Magazine*'s list of "Top 120 Web sites in town"

Employee Referral Bonus Amounts Increased!

Effective April 1, 2000, each referral that results in a successful hire will earn you:

$1,000*for a regular full- or part-time employee (30+ hours/wk)

$500* for a casual part-time employee (minimum of 20 hours/wk)

Make two successful referrals and your name will be entered automatically into the

Annual Employee Referral Drawing

to win a

$2,000 Grand Prize

or

$1,500 Runner-Up Prize

Use the form on the back of this flyer
to refer a promising candidate today!

*Referred employee must be hired by a U.S. business unit participating in the Employee Referral Bonus program.

IDG EMPLOYEE REFERRAL BONUS PLAN

Keep Spreading the News...

Just fill out this form and attach it to the resume. If the person you refer is hired you will receive a bonus of up to **$1,000***.

- **$1,000*** for each referral that results in a regular full-time or part-time hire within participating divisions.
- **$500*** for casual part-time referrals working a minimum of 20 hours.
- With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize -- $2,000   Runner-Up -- $1,500

RULES

- Employees of all IDG Divisions are eligible to participate; however, you will only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days.
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within his/her own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date:____

Applicant's Name:_________________________________

Position Referred to:_______________________________

Company Name:____________________________________

Referred by: (Employee Name)________________________

Company Name:_____________________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

For Human Resources Only

Employee Receiving Bonus:___________________

Company Name:______________________________

Referred Employee:__________________________

Company Name:______________________________

Date of Hire:________________________________

Ninety Day Date:____________________________

Charged to BU/Department#: __________________

H.R. Signature:_____________________________

Bonus check to be given to:___________________

Bonus Amount: _____________________________

**Referral bonus amounts may vary within IDG. Check with your Business Unit's HR Department for details. $1,000 and $500 bonus amounts effective for referred employees hired 4/1/00 or after.*

IDG

Monday, April 3, 2000

Project Manager (CIO) Seeking a Project Manager in the Custom Publishing department. This individual will be accountable for managing all aspects of production from writing and design to printing, distribution and billing. In addition to making sure the necessary resources are available, the Project Manager will be responsible for coordinating and managing external vendors and internal personnel to ensure projects are of the highest quality, completed on time and are within budget. The ideal candidate will possess 3-5 years custom publishing experience. Strong communication and organization skills are essential. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

Editorial Assistant (CIO) Editorial assistant duties include fact checking and research, assisting and supporting editorial staff, writing occasional short items, and answering reader and PR inquiries. Candidate must be detail-oriented, flexible and a team player, with the ability to work independently. Good communication skills are a must. Knowledge of Microsoft Word, Lotus Notes, e-mail and on-line technologies is helpful but not required. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Fulfillment Services Coordinator (CIO) CIO's Executive Programs seeks a qualified individual who will be responsible for heavy data entry, hotline phone support, fulfilling internal and external correspondence, providing database reports and general administrative duties as required. The ideal candidate will be energetic, organized and detail-oriented. The candidate must be able to work well in a critically time-sensitive environment where multiple deadlines abound. Strong interpersonal skills are essential. Experience in Lotus Notes, FileMakerPro and Excel preferred. Customer service and previous database experience a plus. Some travel possible. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Editorial Graphics Coordinator (CW) Coordinator functions as a visual journalist, helping to create, collect and edit info-graphics and photography for both print and online. The core of the job centers on working with reporters, editors and designers to ensure that section and news pages are lively, with multiple visual elements, and that they highlight vital information for the CW audience. This position attends all news and section planning meetings and conducts some independent research to obtain needed information and visuals. Moving forward, the position will include additional responsibilities for the Web site. Position requires a journalism or graphics background, excellent organizational skills, an eye for detail, interpersonal skills, computer skills (Quark Publishing System a plus). *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Feature Writer (CW) Seeking a Feature Writer to produce Field Report articles in the newspaper's Technology Section. Successful candidates will have at least two years of journalism experience, preferably in computer trade or business media. The Feature Writer will show proven writing, research and interview skills, and will be able to generate story ideas and work as part of a small team. Familiarity with PC, server, Internet technologies and IT issues are required. The Feature Writer will be expected to produce well-researched and well-written articles based on in-depth interviews with IT leaders in large organizations. This position involves regular travel to trade shows, conferences, customer sites and vendor sites. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Online Editor (CW) Candidates for this post should have 5+ years experience in high-tech journalism, including at least 1 year of editing experience. Online experience and HTML skills preferred, but not necessary. Online editor will work with the print and online news editing team, checking the wires and other news sites, and assigning and tracking news assignments on a daily basis. This editor typically, and at least initially, will work two online shifts a day in tandem with a 2nd editor, editing copy, writing headlines, writing story summaries and posting copy. This editor will function as part of a web team, and work with that team to create new content and services for our web site. This editor will also team with primarily print news editors to assign stories and resources and will function as a backup news editor for print when necessary. Additional duties may be added over time - including primary or backup responsibility for all or part of compiling Computerworld's daily and weekly online newsletters. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Technology Evaluations Editor (CW) Position is 1 of 2 editors responsible for managing the Field Report section of Computerworld's Technology section and coordinating product research efforts throughout the newspaper. Computerworld uses a combination of first-hand field reports, statistical surveys, user roundtables and advice from experts to evaluate pricing trends, support issues and genuine user experiences. Technology evaluations editors jointly oversee a small staff of editors and researchers, as well as manage a substantial freelance and research budget. Candidates should have 5-10 years experience in computer publishing with an emphasis on corporate information systems. Experience coordinating published review sections is a must. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Marketing Intern, Latin America Research (IDC) The marketing intern will primarily be responsible for the following: developing a market intelligence report of IDC LA's competitors and then identifying key strategic initiatives; enhancing the content of IDC LA's website and updating the website on a regular basis; developing press releases, research fact sheets, and other marketing collateral. Additional projects will be identified according to candidate's skills and interests. *Location: Miami FL*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Administrative Coordinator (IDG List Services) Responsibilities include order processing, invoicing, list rental agreements, assisting sales staff, data entry, and general administrative duties. Responsibilities include order processing, data entry, order fulfillment, order follow-up, invoicing, billing, answering client inquiries, and general administrative duties. Ideal candidate will have strong attention to detail, excellent customer service skills, organizational skills, comfort and aptitude for working with numbers, ability to multitask in a fast paced environment, and computer skills (MS Office) with ability to create spreadsheets. *Location: Framingham, MA*
Contact: E. Cormier; Fax: 508-935-4600; Phone: 508-935-4605; Email: ecjobs@idg.com

Research Analyst, PC Market Latin America (IDC) Analyst will be responsible for managing IDC's PC research (market sizing, forecasting, competitor analysis) for the desktop and notebook PC markets. The successful candidate will have excellent verbal and written communication skills, experience in project management, be detail-oriented and able to produce insightful analysis. Work requires managing research carried out in multiple countries, setting priorities, and analyzing trends. Significant client interaction is involved - giving presentations and attending industry events. Qualifications: MA or MBA and 2-3 years experience working in market research or PC industry; BA and 4-5 years experience working in market research or PC industry; Proven project management abilities; Strong communication skills; Excellen writing ability in English; Entrepreneurial; Fluency in either Spanish or Portuguese preferred but not required. *Location: Miami FL*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Senior Analyst, Consulting Services (IDC) Senior Analyst will examine the holistic business of consulting services from strategy firms like McKinsey, Bain, BCG to product companies like Microsoft, SAP, and IBM to deliver insights to the industry regarding best practices and business models for building a profitable consulting services practice. Responsibilities include developing a vision for the industry, publishing written research reports and bulletins, providing strategic advisory services to leading industry clients, speaking at industry events & conferences, and collaborating with international colleagues to produce global insights. Frequent contact with the press, Wall Street firms and senior industry executives means the successful candidate will assume a high-profile position. A Master's degree in a professional field such as business or international affairs is preferred. *Location: Framingham MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Senior Analyst, CRM (IDC) Seeking an experienced professional to drive market research and consulting for the fast moving customer relationship management applications business. Research areas include customer service and support, sales automation, marketing automation, and partnerware. Responsibilities include driving primary market research, performing statistical analysis, writing research reports and bulletins, and expanding the scope of IDC's custom consulting business. Experience in CRM applications as a user, product/marketing manager, or developer is preferred. Outstanding skills in market analysis, communications, public speaking, and project management are desired. Experience in business development is a plus. *Location: Framingham MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Marketing Manager (IDC Asia/Pacific) Seeking qualified candidates for a Marketing Manager, based in Singapore. Candidates should be graduates with a minimum of 2 years experience in marketing, preferably in the IT industry, as well as posses an excellent command of written English - Mandarin or Cantonese is a plus but not required. Knowledge of Microsoft Word, Excel, Powerpoint, and Access is essential. Experience with Quark and/or Pagemaker also a plus. The successful applicant will create and distribute marketing collateral, organize industry conferences and events, and create other marketing tools such as sales presentations and press releases. Candidates must be a team player and work well in a deadline-driven environment. *Location: Singapore*
Contact: D. Philbin, Fax: +65-335-0778, Phone: +65-220-6116, Email: dennis philbin/singapore/apac/idc

Account Manager, NCR/Quebec (IDC Canada) IDC Canada is seeking a sales professional to capture existing opportunity and develop new opportunity within a territory in Canada that is known as "Silicon Valley North". The successful candidate should have the following understanding of Computer and Computing Technology, 5 plus years in outbound sales experience, the ability to communicate clearly an quickly on the key points of interest on particular topics, and be well organized and self motivated to develop rotating sales and contact campaigns. Position requires a business degree or like from a recognized University or Community college. In addition, the ideal candidate will be Bilingual (French/English). *Location: Toronto Canada*
Contact: J.McLean, Email: idc_jobs@idc.com

Account Manager, Services/Hardware (IDC Canada) IDC Canada is seeking a sales professional to assist IDC in gaining greater focus on our existing Hardware and Services customers. The successful candidate should have the following: understanding of Computer and Computing Technology, 5 plus years in outbound sales experience, the ability to communicate clearly and quickly on the key points of interest on particular topics, and be well organized and self motivated to develop rotating sales and contact campaigns. Position requires a business degree or like from a recognized University or Community college. *Location: Toronto Canada*
Contact: J.McLean, Email: idc_jobs@idc.com

Inside Sales Representative, US Market (IDC Canada) Representative will be charged with developing and executing campaign telephone based sales activities that would allow IDC Canada to position its Canadian research services within International Marketing organizations based in US Headquarters. This role will work closely with the US sales teams to identify potential customers for Canadian research services. The successful candidate should have the following: understanding of Computer and Computing Technology, 2 plus years of telephone sales experience, the ability to communicate clearly and quickly on the key points of interest on particular topics and be well organized and self motivated to develop rotating sales and contact campaigns. Education requirements: business degree or like from a recognized University or Community college. *Location: Toronto Canada*
Contact: J.McLean, Email: idc_jobs@idc.com

Assistant Editor - Computerworld Hong Kong (IDG Comm) Successful candidate will assist the Editor in overseeing the print/ on-line versions of Computerworld Hong Kong and will take responsibility for managing the entire editorial operation in the absence of the Editor. Candidate should possess journalistic or related experience at a senior level and an aggressive approach to newsgathering. Familiarity with on-line publishing an advantage. Knowledge of Cantonese and/or Mandarin a plus. *Location: Hong Kong*
Contact: M. Almeida, Fax: 852-2861-0953, Phone: 852-2681-3238, Email: m.almeida@idg.com.hk

Editorial Assistant (IDG News) The successful candidate will be responsible for a range of editorial and administrative functions that support IDG's worldwide, real-time electronic news service. Specific duties will include retrieving copy from IDG publications worldwide; organizin and maintaining News Service databases and library resources; basic research; event planning and organization; copy editing; and spot news reporting and writing. Journalism training and/or some professional experience is required. Experience with or interest in computers and electronic publishing is strongly preferred. Foreign language skills are a big plus. *Location: Boston MA*
Contact: E. Heichler, Fax: 617-423-0240, Phone: 617-239-7841, Email: elizabeth_heichler@idg.com

U.S. Correspondent, Boston (IDG News) Wide-ranging responsibilities include covering trade shows, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents around the world to develop in-depth stories with uniquely global perspectives. Travel will be required. The ideal candidate has a broad understanding of the IT industry, as well as an impeccable command of AP-style news writing and editing, yet the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from handheld computers to mainframe systems and from wireless LANs to global communications networks. Strong computer skills are a plus. *Location: Boston MA*
Contact: E. Heichler, Fax: 617-423-0240, Phone: 617-239-7841, Email: elizabeth_heichler@idg.com

Senior Accountant (IDG/B) The Senior Accountant must be a team player with good communication skills. Primary responsibility entails the month-end closing of the general ledger, reconciliation for assigned balance sheet accounts, general ledger maintenance, various analysis and special projects. Success demands a bachelor's degree in accounting and a minimum of 5 years experience. Proficiency in Excel, Access and Word with some Lawson experience is a plus. *Location: Indianapolis IN*
Contact: S. Peters, Fax: 317-572-4360, Phone: 317-572-3360, Email: injobs@idgbooks.com

Advertising Coordinator (IDG/B) The primary responsibility of the Advertising Coordinator is to support the sales and marketing groups with the implementation of advertising projects. Major responsibilities include: scheduling all co-op, consumer, back-of-book and trade advertising, negotiating ad rates, coordinating ad creation and handling all advertising-related administrative duties. Our ideal candidate will have at least two years of advertising related experience and must possess excellent administrative and communication skills. Must be comfortable working independently or in a team environment. College degree required. *Location: Foster City CA*
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Cover Archive Coordinator (IDG/B) Coordinator will produce cover art files for published books and comp covers for pre-published books and maintain the product information web-site for book cover requests. Major responsibilities include producing comp covers upon request, posting pre-published and published covers to the web-site and organizing/maintaining the cover archive database. Ideal candidate will possess strong organizational and time-management skills and have excellent communication skills. Knowledge of both Macintosh and PC environments with experience in Quark Xpress, Microsoft Office Suite, Adobe Photoshop, Illustrator, Adobe Acrobat and Flightcheck required. Formal design or desktop publishing education preferred. *Location: Foster City CA*
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Associate Publicist - Dummies, CliffsNotes (IDG/B) Great spot for promising public relations professional with terrific writing skills, new media knowledge, booking capabilities and desire to work closely with writers and content developers. *Location: New York NY*
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Corporate Relations Writer (IDG/B) Successful candidate will have 3-5 years experience with business, corporate or public affairs, writing that articulates company vision, goals and initiatives, and will work extensively with senior public relations management, corporate management, financial staff and content editorial staff on per project basis. Excellent writing and research skills a must. Bachelor's and/or advanced degree and/or public affairs interest or experience preferred. *Location: Foster City CA; New York NY*
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Public Relations Manager - Corporate (IDG/B) Seeking corporate public relations professional with 7+ years experience to assist in implementing corporate policy, initiate media placement programs and build image-assistance function of this award-winning global content company. Bachelor's Degree with business or public affairs experience preferred. Strong writing skills a must. *Location: New York NY*
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Publicist-Online, Consumer (IDG/B) Successful candidate will have 3-5 years experience in consumer public relations and publicity. On-line/internet/website interest preferred. Assist in writing content-related media materials, developing publicity plans, story ideas. Generate media relationships on and off the web. Extend consumer, feature and lifestyle media coverage for nationally known brands in such arenas as cooking, sports, health and business. *Location: New York NY*
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Publicist -Travel (IDG/B) Successful candidate will have 3-5 years experience in senior public relations and publicity. Must assist in designing and executing public relations plans, media placement programs for off-line, on-line and web activity. Serve as editorial liaison, handle on-line author relationships; working knowledge of on-line and traditional media a must; excellent writing skills needed along with Bachelor's Degree and wanderlust for travel are key. Must have proven track record with media interview bookings, media and in-house relationship building skills. Liaison with .Com travel groups and build travel media contacts list. *Location: New York NY*
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Page Layout Technician - 1st /2nd Shift (IDG/B) The Page Layout Technician will use Macintosh hardware and software to produce new title pages by merging text and graphics per defined samples and templates in a team work group environment. Process efficiently, creatively and timely non-new title projects for various internal department or third party sources using layout, illustration, manipulation and productivity enhancing hardware and software at the instruction of the Special Projects coordinator. Must maintain a balance between special projects and new title layout to produce required results. *Location: Indianapolis IN*
Contact: S. Peters, Fax: 317-572-4360, Phone: 317-572-3360, Email: injobs@idgbooks.com

National Account Manager - Traditional (IDG/B) The primary responsibility of the National Account Manager will be to maintain a solid alliance with our national clients Hastings, Musicland and Crown Books and to acquire targeted new title orders in these accounts. Responsibilities include establishing promotions and managing co-op-marketing pools. Individual must exhibit an understanding of publishing strategies, series and brand publishing, series and title positioning vs. competition. The successful candidate will have 4+ years' sales experience with 2 at the national account level. Qualified candidates have excellent communication/organization skills, an independent and entrepreneurial outlook, and a willingness to travel regularly. Computer skills required. College degree preferred. *Location: Indianapolis IN*
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Database Coordinator, Customer Services (IDG/CMC) Seeking a self-directed, highly organized individual for the Database Coordinator position in the Customer Services Department. Coordinator will develop standard conference database design and implementation procedures for Conference Registrars. This position will be accountable for ensuring the standardization of the Customer Service database and will function as an interface between the Customer Service Team and the IS Department to effectively communicate database/system issues and requests. Requires 2 years experience in database management; good working knowledge of Macintosh, Windows 98/98NT operating systems; proficiency in FileMaker Pro, Access ACT, 4D a plus. *Location: San Mateo CA*
Contact: L. Whittle, Fax: 650-312-0547, Phone: 650-312-0556, Email: lauren_whittle@idg.com

Accounting Coordinator (IDG/GMG) Seeking an Accounting Coordinator to provide support to our Finance and Accounting departments. Responsibilities include, but are not limited to, sales analysis, A/P coordination, account reconciliation, and special projects. Ideal candidate must have 3+ years accounting experience, must be detail oriented, computer literate, and be able to multi-task in a fast-paced environment. *Location: San Francisco CA*
Contact: J. Spitzer, Fax: 415-546-5225, Phone: 415-978-2220, Email: jspitzer@gamepro.com

Human Resources Manager (IDG/GMG) Seeking a dynamic, seasoned HR manager to join our senior leadership team. Responsibilities include all aspects of recruitment, training and development, employee relations, compensation analysis/planning, and organizational development. He/she will work closely with the business unit leadership to develop and implement a strategic plan for HR. The ideal candidate must have 6 - 8 years of HR generalist experience and a BA degree or equivalent, as well as excellent judgment, interpersonal, problem resolution, negotiation and communication skills. *Location: San Francisco CA*
Contact: B. Sours, Fax: 650-349-5279, Phone: 650-286-2545, Email: bsours@gamepro.com

Associate Editor (IFW) Seeking an Associate Editor to plan, develop, and edit feature-length product comparisons, how-to articles, and technical analyses, as well as timely product reviews of enterprise hardware, software, and solutions. Editor will meet weekly deadlines, follow technical beats, and work in a team-oriented environment as well as represent InfoWorld at industry events. Top-notch writing/editing are a must; knowledge of corporate computing issues is a plus. Position requires 2+ years of journalism experience, computer publishing , and a proven track record as a team player and problem solver. *Location: San Mateo CA*
Contact: L. O'Neill, Fax: 650-312-0570, Phone: 650-525-3440, Email: leslie_o'neill@infoworld.com

Regional Sales Manager-East (IFW) InfoWorld seeks highly motivated, achievement oriented sales professional who will be responsible for prospecting, maintaining and increasing sales of ad pages and share-of-market advertising space for InfoWorld in on-line, print and sponsorship product offerings. Must develop a thorough understanding of the PC market and InfoWorld's position and value in that market. Ideal candidate must be a highly effective communicator & negotiator with proven track record of customer oriented selling success and great reputation among advertising decision-makers. *Location: East Coast*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

Telecom Specialist (IFW) Candidate should have proven track record in performing all tasks relative to telecommunications. Support of T1 Frame Relay, ISDN, DSL, wireless and the ability to support/upgrade an existing telephone voice messaging system with focus on Siemen switch and LC-Win maintenance is required. Administration of vendor billing, troubleshooting telecommunication issues from being through resolution with attention to updating necessary parties is also required. Excellent communications skills are a must and candidate should be able to work in a team environment. Requires: Associates degree or equivalent technical training with two years experience maintaining and supporting a telephone system for a midsize company. Desire to become more involved in IT networking is a plus. *Location: San Mateo CA*
Contact: J. Morais, Fax: 650-525-3464, Phone: 650-312-0590, Email: jeannie_morais@infoworld.com

Production Manager (IS) Production manager is responsible for the day to day operations required for production and manufacturing of The Industry Standard Magazine. Duties include but are not limited to: creating the monthly issue map, insuring accuracy, completeness, efficiency, and avoiding editorial/advertising placement conflicts; working with editorial and design staff on page configurations, story lengths, trafficking editorial pages, shipping pages to the printer and monitoring final approval of page proofs; careful monitoring of extensions and changes and timely receipt of display advertising materials from clients/agencies; ensuring a smooth coordination of the flow of information so that accurate and complete reports are possible and working around the blockout days. Ideal candidate will have 3-5 years experience. A substantial knowledge of printing processes and the graphic arts, good managerial and communications skills as well as the ability to work successfully with many people is required. *Location: San Francisco CA*
Contact: D. McAferty, Fax: 415-733-5403, Phone: 415-733-5472, Email: davidm@thestandard.com

On-line Traffic Coordinator (IS) The On-line Traffic Coordinator will be responsible for producing weekly reports for our advertisers, weekly and monthly reporting analysis, campaign tracking, forecasting inventory, Q/A to clients and Sales staff, and posting creative using DoubleClick. The ideal candidates will have experience in Excel, some knowledge of web publishing technology including HTML, impeccable attention to detail, being able to handle multiple tasks and meet deadlines. *Location: San Francisco CA*
Contact: A. Bellia, Fax: 415-733-5401, Phone: 415-617-4121, Email: amyb@thestandard.com

Assistant Editor, Print Reviews (PCW) PC World is seeking a college graduate interested in breaking into high-tech publishing for this entry-level Reviews Department position. Familiarity with computers; self-motivation and ability to absorb technical material quickly; excellent communications/ phone skills; and the ability to handle multiple tasks in a fast-paced environment are a must. Duties will consist mainly of supervising product ordering and collecting product information from vendors. *Location: San Francisco CA*
Contact: T. Capen, Fax: 415-442-1891, Phone: 415-978-3225, Email: tracey_capen@pcworld.com

Executive Editor, Print Features (PCW) Lead/Supervise monthly features coverage, columns, and departments to best meet reader need Responsibilities include setting/enforcing standards; managing, training and motivating features department staff; participating in issue planning and development of editorial calendar. Requirements include 5+ years' editorial management experience, and a Bachelor's degree in English or Journalism or equivalent experience. Qualified candidates will have excellent editorial skills; comprehensive, in-depth knowledge of the current PC market; and extensive industry contacts. *Location: San Francisco CA*
Contact: K. Coldwell, Fax: 415-974-7316, Phone: 415-978-3290, Email: kate_coldwell@pcworld.com

CIO

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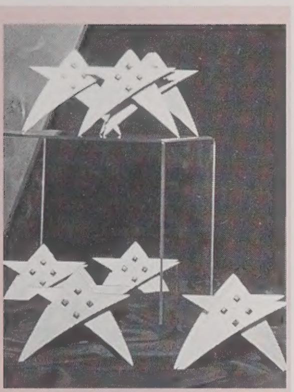


For the eighth year, a dinner and award ceremony at CIO's Enterprise Value retreat honored the five organizations that demonstrated business achievement through the innovative use of information technology. This year's winners — Charles Schwab & Co., the U.S. Army Pacific Region Office, Dell Computer Corp., Pfizer and Household Financial Corp. — were selected from dozens of applications by an independent panel of judges.

The spirit of the Enterprise Value Awards is captured in the embodiment of a three-paneled, brushed aluminum star. The unique design demonstrates the complex symbolism of innovation, collaboration, alignment and excellence.

For more information on the winning projects, go to www.cio.com/eva.

novative products and services. Each of the programs has a slightly different model to respond to the various needs of EP's clients.

CIO Enterprise Value Retreat

This year's Retreat was held from Jan. 30 – Feb. 2 at the Westin La Paloma in Tucson, Ariz., and attracted close to 350 participants. The Retreat was sponsored by 15 Partner companies who use the event to leverage their executive marketing strategy. Facilitated by a major business school thought leader, F. Warren McFarlan of the Harvard Business School, the Retreat leads participants through select case studies designed to explore IT's payoff and demonstrate technology's enterprise value. Using case study methodology, the interactive lectures and workgroups provide insight on the correlation between technology investment and profit. Participants leave with actionable methods for ROI assessment.

"We're delighted with the strong response of the Enterprise Value Retreat from both Partners and participants," said Executive Vice President and General Manager **Lynda Rosenthal**. "The continued Partner renewal rate is testimony to our ability to bring together leading technology executives from large companies and create a collegial, comfortable environment to learn, share stories and establish or strengthen partnerships."

CIO Group Publisher ***Gary J. Beach*** *sets the tone prior kicking off a jazz reception at the Enterprise Value Retreat.*

And you can certainly understand the high renewal rate; the latest Enterprise Value Retreat Executive Summary reveals that the average annual budget for IT products and services in participant companies this year is a staggering $156 million, and the average annual revenue is $6.5 billion.

CIO Perspectives Series

CIO Perspectives conferences bring together the nation's corporate, private and public sector leaders in information management, strategy and technology to focus on the most pertinent business issues and IT management trends affecting them. Held twice annually in the spring and fall, these programs attract renowned management speakers and innovative business thinkers, providing a unique forum where CIOs and top management examine the alignment of IT strategies with corporate goals.

The spring Perspectives conference will be held from April 16 – 19, at the Ritz-Carlton in Naples, Fla. Entitled *The Face of the Now Economy*, the conference is on track to break the previous Perspectives attendance record; 650 executives have already signed on. The program will feature several high-profile presenters, including: Justin Yaros, CIO of Twentieth Century Fox; Tom Woteki, CIO of the American Red Cross; Michael Dillard, CIO of Clubcorp, Inc.; and Ann Delligatta, COO of autobytel.com inc. Additionally, John P. Kotter, Harvard Business School professor, will offer some insights on leadership; Stanley Bing, author, *What Would Machiavelli Do?* and *Lloyd What Happened*, will provide some Machiavellian views on management; and Rob Rodin, former CEO of Marshall Industries, Inc., will reveal how CIO's should respond to the "free, perfect and now" demands of today's customers.

CIO 100 Symposium

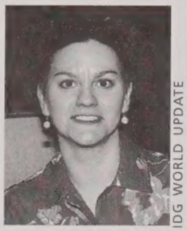
The CIO 100 Symposium, an annual program held in conjunction with the CIO 100 Special Issue, recognizes leadership and innovation for the future of the enterprise and honors the outstanding achievements of 100 industry-leading enterprises. This year the CIO 100 Awards will recognize and honor companies that demonstrate leadership in the rapidly changing and increasingly vital realm of customer relationship management.

Last year's inaugural Symposium attracted 338 participants from 12 countries and featured an address by Senator John McCain. Ninety-seven percent of the audience held CEO, CXO, CIO or VP/Director/Manager titles. Geoff Moore, chairman and founder of The Chasm Group, moderated the program.

The Executive Programs' staff works closely with the CIO sales staff to market the 80 annual sponsorships that make these events so successful.

For more information visit www.cio.com/conferences or contact Lynda Rosenthal at lyndar@cio.com. WU

noteworthy people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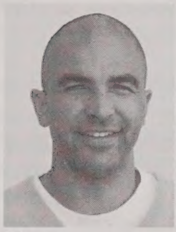
IDG WORLD UPDATE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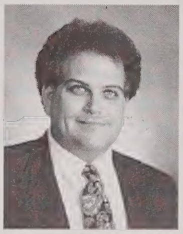
IDG WORLD UPDATE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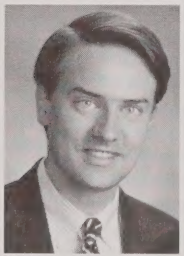
Brewer

Chandler

IDG WORLD UPDATE

Dean

IDG WORLD UPDATE

Promotions

IDG News Service U.S. Correspondent **Nancy Weil** has been promoted to senior U.S. correspondent. "Since joining the News Service more than two years ago, Nancy has been a workhorse in the Boston newsroom and has grown from a technology neophyte into a hard-nosed IT reporter, capable of spearheading the massive project that was our global Y2K coverage," said Vice President **Rob Garretson**. "Nancy brought real professionalism and a high-volume work ethic to our newsroom — forged from years working the beat on daily newspapers — yet she's also added a good-humored, collegial presence to the Boston office."

Todd Simms has been promoted to director of facilities and operations at IDG Central Services in San Francisco. "Todd's been a valuable and esteemed member of IDG Central Services for the past seven years," said **Pat Murphy**, executive director of accounting and operations. "He has overseen all building maintenance and repairs, security, space management, design, and construction projects, and management of our health and safety programs. He will now direct the management of the Facilities, Administrative Services and Telecommunications departments and be the primary liaison with building management. Todd's hard work, positive attitude, calm demeanor and excellent customer service have been his trademark."

IDC Research Director, System Software, **Dan Kusnetzky** has been promoted to program vice president, System Software. "Dan has made major contributions to the operating environment research in the software group," said **Paul Mason**, program vice president, Infrastructure Software. "He has been managing a group of people responsible for research programs that have been steadily growing to a run rate of close to $2 million per year. Most recently, Dan achieved a widespread reputation as *the* authority on Microsoft's operating systems, the Microsoft/Department of Justice antitrust case and on the evolution of the Linux and Open Source Software markets."

IDC's **Richard Brewer**, program manager, Network Support, Integration and Outsourcing Services, has been promoted to program director, Infrastructure Services. "Rich will continue to lead our research services in the areas of IS Outsourcing, Network Infrastructure Management Services, Network Support and Integration Services and the SSD," said **Traci Gere**, program vice president, U.S. Services Research. "Congratulations to Rich for his key contributions in the continued development of these research areas."

IDC's Senior Research Analyst, System Support Services, **Doug Chandler** has been promoted to program manager. "In this new role, Doug will have responsibility for the Systems Support Services program and for our storage services initiative," said **Traci Gere**, program vice president, U.S. Services Research. "Many thanks to Doug for his years of service to the group and for his ample contributions to Services Group projects."

IDC Senior Research Analyst **Ting Piper** is now program manager in charge of the Business Services Outsourcing initiative. "Since starting with IDC seven months ago," said **Traci Gere**, program vice president, U.S. Services Research, "Ting has launched the eLogistics program, built strong relationships at the C-level with eLogistics companies, delivered comprehensive research on the eLogistics industry, prepared the ground for eHR, and generated more than $300,000 in revenue through MCS, CIS and report sales."

IDC Senior Analyst, Network Support and Integration Services **Richard Dean** has been promoted to Program Manager, Network Support and Integration Services. "Richard has contributed consistently to the success of the team, developing and marketing the Services group's first interactive electronic product, the Service and Support Database (SSD)," said **Richard Brewer**, program director, Infrastructure Services. "Today, Richard also has responsibility for the highly successful Network Support and Integration Services CIS program team and its 35-plus clients. He continues to publish leading-edge research in the areas of network security consulting services, network services channel programs, and network product support trends."

IDC Research Analyst **David Tapper** has been promoted to senior analyst, Networked Infrastructure Management Services. "During the past two quarters, David has received the IDC Research Excellence award for Quality and shortly thereafter the 1999 Rookie of the Year Award," said **Richard Brewer**, program director, Infrastructure Services. "David grew his program's client list from five to 15 clients in the second half of 1999. Most recently, he has successfully launched a renaming campaign for his program (to Networked Infrastructure Management Services) in an attempt to leverage his program's momentum among a growing pool of new, Internet delivery-based infrastructure management firms."

New employees

Sarah Scalet joins *CIO* as a staff writer, having previously been a freelancer, primarily for *Smart Computer*, *Audubon* and *Walking* magazines. She earned a bachelor's degree in journalism from the University of Nebraska, an M.A. from Boston's Emerson College and enjoys yoga, camping and writing essays.

Associate Editor **David Leishman** comes to Mac Publishing, L.L.C. from *MacCentral* where he was the 'Music Creation and Macs' columnist. He studied

continued on next page

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20

John Dix *Network World*

16

Carlos Alberto Pereira *IDG Brazil*
Ed Acly *IDC*
Yanick Robain *IDG France*

14

Carole Zozaya *IDG France*

13

Patricia Sims *IDG List Services*
Eleni Brisbois *Network World*

12

Graca Sermoud *IDG Brazil*
Crawford Del Prete *IDC*
Catherine Priori-Boisadam *IDG France*

11

vilee Thibeault *Network World*
Robert Sawdon *CIO*
Margarita Chiango *CIO*
Judy Bonasoro *IDG*

10

Anthony Picardi *IDC*
John Kelley *CIO*
Claudia Sans *IDG Argentina*
Myriam Contreras *IDG Argentina*
Ken Xie *IDC Beijing*
Sara Messmer *Network World*

9

Renee Amadio *IDC*
Herman Sundgren *IDG Sweden*

8

Ruth Sager *IDC*
Maggie Murphy *IDG*
Nancy Hannagan *IDG*
Nancy Coy *CIO*
Michael Cooney *Network World*

7

Doreen Francy *IDC*
Lisa Golden *IDG*
Mats Eriksson *IDG Sweden*

6

Valeri Gavrilov *IDG Bulgaria*
Leila Cristina Capitulino *IDG Brazil*
Ana Paula da Cruz Barros *IDG Brazil*
Cheryl Toffel *IDC*
Christine Cahill *IDG*
Susan Ciullo *IDG*
Resa Altsher *CIO*
Lars Wallgren *IDG Sweden*

5

Armando Lazo *IDG*
Robert Gray *IDC*
Martin Chau *IDC Hong Kong*
Sheila Tan *Computerworld Singapore*
Linda Tan *Computerworld Singapore*
Mior Azhar *Computerworld Malaysia*
Richard Black *Network World*

4

Sheila Barcelos Zabeu *IDG Brazil*
Bryan Donovan *IDC*
Lisa Lauze *IDG*
Kimberly DiClemente *IDG*
Victor Falkteg *IDG Sweden*
Jan Sandbladh *IDG Sweden*
Maria Ottoson *IDG Sweden*
Thomas Norton *Network World*

3

Solange Cristina Ciavatta Kutuchian *IDG Brazil*
Amy Harris *IDC*
Kevin Krull *IDG*
Thomas Ytterberg *IDG Sweden*
Michael Schebesta *IDG Sweden*
Melissa Shaw *Network World*

2

Alexandra Martinez *IDC*
Michelle de Anderson *IDC*
Cynthia Petrillo *IDG*
Jane Jordan *IDG*
Lori Pardy *IDG*
Suzanne Gray *IDG*
Mirna Tisdale *IDG*
Andy Antioquia *IDG Central Services*
Annabelle Ducellier *IDC France*
Magnus Müller *IDG Sweden*
Karl-Johan Byttner *IDG Sweden*
Erik Wickborn *IDG Sweden*
Angela Chan *IDG Australia*
Katherine Bowden *IDG Australia*
Jan de Wit *IDC Benelux*
Lisa Smith *Network World*
James Kalbach *Network World*
Sandra Weill *Network World*
Denise Dubie *Network World*

1

Megan Muratore *IDC*
Michael Fahlsing *CIO*
Martha Heller *CIO*
Amy Sanderson *CIO*
Patrick Beyries *IDG*
Jeppe Høgh Andersen *IDG Denmark*
Mette Sand *IDG Denmark*
Jonas Lindholm *IDG Sweden*
Johan Klingstam *IDG Sweden*
Helena Linton *IDG Sweden*
Camilla Toft *IDG Sweden*
Jackie Wood *IDC U.K.*
Maria McGrath *Computerworld*
John O'Malley *IDG Global Solutions*
Peter Mylchreest *IDG Global Solutions*
Karen Bitran *IDC Brazil*
Sumiko Takeyasu *IDC Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

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history at Gonzaga University in Spokane, Wash., and enjoys music of any kind, especially the "strings and keys."

The Industry Standard has hired **Tony Nash** as a product manager. Previously a artner with Content nwired L.L.C., he earned a B.B.A. in business management from Texas A&M University. Away from the office he likes to cook, hike and travel.

Photo Associate **Anna Goldwater Alexander** moves to *The Industry Standard* from *Wired* magazine where she was a design assistant. She holds a B.F.A. in photography from the University of Arizona and enjoys "anything in a theatre, film or stage."

The Industry Standard has hired **Erin Sheehan** as an editorial research assistant. She was previously in graphic design with Rainbow Visions Printing and holds a B.S. in mass communications from Boston University's College of Communications and Public Relations. In her spare time she enjoys photography.

Etcetera

Caryn Andruski and **Christine Hatfield**, senior production coordinators in IDC's Publishing Services and Technologies (PS&T) department, shared the group's MVP award in February. Nominated by their peers, Caryn and Christine were commended for teamwork, dedication and diligence during the group's recent document management system rollout.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Tapper

Scalet

IDG WORLD UPDATE PHOTOS

celebrating 10!

Name
Hiltraut Ludwig

Home
Vienna, Austria

Joined IDG Austria
May 1989

Career path
Starting as editorial assistant, went through almost all steps in editorial office.

Current title
Editor-in-chief, *Computerwelt Austria*

Most challenging part of your job
Making the right decision at the right time.

Best part of your job
Having success in pursuing company goals.

Latest accomplishment
Every single overall well-finished issue of *Computerwelt*.

I joined IDG because
Living in an information society producing an IT newspaper means working right in the center of the stage.

What's kept you at IDG for 10 years?
IDG is the best IT publisher worldwide.

If you could change one thing about IDG, what would it be?
Becoming even more flexible.

Best way someone could compliment you on your work
Being honest.

Best compliment you've ever received on your work?
Patrick McGovern said he has put his hopes in me keeping up the intellectual level.

Interests outside the office
Arts, reading, music, theater.

Family
My daughters Elisabeth, 22, and Katharina, 17.

What's the most rewarding thing you've ever done, in the office or outside?
Raise two, wonderful, bright kids.

*IDG Chairman **Pat McGovern** escorted IDG Austria's **Hiltraut Ludwig** to dinner at the restaurant Korso in Vienna recently in honor of her years of service to the company.*

Fantasy job
Theater manager, photographer, architect, novelist, among others.

Five people — living or dead — you'd invite to a dinner party?
Bertrand Russell, Frederic Chopin, John F. Kennedy, Frank Lloyd Wright, Pablo Picasso.

What is the most difficult decision you ever had to make?
Quitting my former career as psychologist.

As a kid, what did you want to be when you grew up?
An architect.

Your idea of a perfect day alone?
Some hours alone are perfect, a day alone is lonely.

Favorite vacation spot?
Places where I can rest and enjoy arts and theater at the same time.

If I could do one thing over
Spend more time talking with my father who died when I was 21.

Manager's profile
"As the editor-in-chief of *Computerwelt*, Hiltraut's value to the company is certainly very high. She is a very good leader of the *CW* editorial team, well organized and hard working. And last but not least, she is an excellent writer."

– *Manfred Weiss, general manager, IDG Austria*

World Update Online seeks classified ads

IDG World Update will be re-launching the Marketplace feature on its online site. www.idgworldupdate.com.

Do you have a rental property you'd like to advertise? A home, car, furniture or bicycle for sale? Want to find out if a colleague has a vacation house in some far-flung locale for rent? Send your information, including a complete description and price, to world_update@idg.com or fax it to: 617-423-0712.

Employees in business units worldwide are welcome to participate.

The new Marketplace site will be up and running soon. Watch for details in an upcoming issue!

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
Internet: patricia_smith@idg.com

Penny Winn 617-239-7825
Internet: penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
Internet: david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
Internet: david_hill@idg.com

The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4.000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

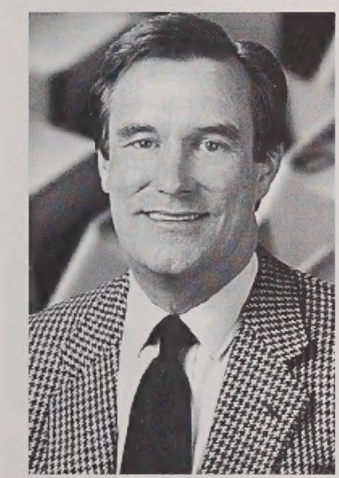
IDG WorldUpdate

10 APRIL 2000
VOLUME 30, NUMBER 15

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

McKean named VP, editorial director at *PC World*



McKean

PC World Communications, Inc. last week named **Kevin McKean** vice president and editorial director of *PC World* and PCWorld.com, effective later this month. He comes to the business unit from Forbes.com where he was executive editor.

"Kevin's wealth of magazine experience, in both new media and print, will be an invaluable asset to *PC World*," said PCW President and CEO **Jeff Edman**. "His combination of award-winning journalism and Silicon Alley business savvy will keep *PC World* and PCWorld.com on the forefront of publishing technology and the Internet."

At Forbes.com, McKean was responsible for product development, working with outside content suppliers such as Reuters in procuring new investment and news content for the site. Prior to Forbes he was the assistant managing editor for business and finance for Time, Inc. New Media and supervised its *Money* magazine Web site, including the content, editorial budget and creative direction. Before taking that role, he was senior editor at *Money* and then founding new media editor, responsible for all of *Money*'s computer-related products. His team won the first National Magazine Award for General Excellence in New Media. He has also been a staff writer and senior editor at *Discover* magazine, editing the publication's computer section. During his tenure, *Discover* also won a National Magazine Award for General Excellence.

McKean served as science editor for the 1991 three-hour WGBH-produced public television special *Living Against The Odds*. He also wrote a chapter on science and technology writing for the book *Speaking of Writing*, edited by noted writing authority William K. Zinsser. He has appeared on several television programs including NBC's *Today* show, CBS This Morning, CNN, CNNfn and CNBC.

McKean graduated from Yale University with a B.A. in English. He and his family will be making the move from New York City to San Francisco.

Coming up

CIO Perspectives
April 16-19
Ritz-Carlton
Naples, Fla.
Tel: 508-872-8200
www.cio.com/conferences

Storage Networking World
April 17-19
Mariott Palm Desert Resort
Palm Desert, Calif.
Tel: 508-879-0700
www.computerworld.com/snw

IDC's Online Financial Services Forum
May 1-2
The Millenium Broadway
New York, NY
www.idc.com:8080/Events/OFS2000/

IDG European Online Meeting
May 3-5
Warsaw Marriott
Warsaw, Poland
Contact: gwsc@idg.nl

Disillusioned with dot.com dalliance, three return to IDG

With dot.coms luring U.S. workers like some great Pied Piper blowing an irresistible tune of IPO riches, it's hard to imagine a company that hasn't seen valued employees rush to join the parade. IDG's U.S. business units have certainly not been immune. But in a development that may yet be too new to call a trend, some of those captivated by the promise of big financial and/or professional rewards are finding career contentment elusive and, happily, retracing their steps to IDG.

COMPUTERWORLD
SERVER DOWN
EMERGING COMPANIES
WHAT A SAP
JUDGE'S FINDINGS DON'T SWAY USERS

Computerworld's ***Derek Hulitzky*** *says he decided a pure dot.com play was a gamble he didn't want to take at this point in his life and career.*

IDG WORLD UPDATE

At *Computerworld*, **Derek Hulitzky** is one such employee. Hulitzky, who originally joined *Computerworld* in 1983 as a management trainee (in a program no longer in operation), says now that he always "had interest in overseeing the Marketing function at an IDG property, but never thought it would be *Computerworld*." With some steadily increasing responsibilities, the dream of a top marketing spot seemed more possible, but not imminent. And in December 1999, Hulitzky, then senior director of field marketing at *Computerworld*, suddenly gave his notice and joined Dedham, Mass.-based Techtarget.com, a pre-IPO builder of Web IT portals, as director of marketing.

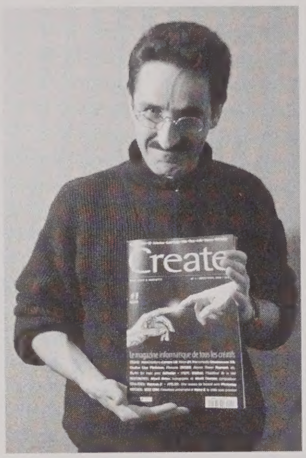
continued on page 4

newsworthy in brief

IDG France launches *Create* to focus on all aspects of digital media

IDG France has tapped its own creative spirit to deliver a unique magazine for professionals who work in all aspects of digital media.

Create, the bimonthly magazine debuted in early March. Initial circulation is exclusively on newsstands with a goal of 20,000, and a subscription campaign will be forthcoming.



PETER SAYER

Editor-in-Chief **Felix Marciano** holds a copy of the first issue.

Editor-in-Chief **Felix Marciano** said the new title is similar to *Digit*, published by IDG U.K. Unlike competitors *Computer Arts* (Edicorp), *Studio Multimedia* (Posse Editions) and *Creation Numerique* (Pixel SA), *Create* goes beyond desktop publishing and graphic creation to include three-dimensional creation, video editing, Web design, game design, and digital audio and music.

"We designed *Create* as a different magazine with a very sober – and I think elegant – design and very in-depth articles," Marciano said. "We're not only products-oriented; people are featured prominently. [The first issue included interviews with Albert Boton, a typographer who still designs his letters with a brush, and Benjamin Gievis, winner of a recent competition for designers using the animation software Flash.] "In fact, we want to develop a '*Create* spirit' with a lot of opinion, analysis and reflection. We prefer to take time to examine things instead of repeating news coming from the Web and press releases."

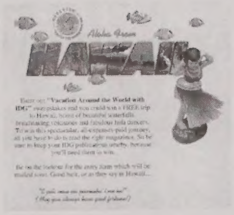
Marciano and and Editorial Assistant **Marc de Suzzoni** are the only full-time IDG France employees on the project; the rest of the editorial staff are freelancers. *Create* is designed in-house.

Create's Web site, www.create.tm.fr, will launch in June.

For details contact Felix Marciano at felix@idg.fr. WU

Vacation contest phase two builds media awareness of IDG titles

Hard on the heels of naming the winner of its first trip — a week in Paris for Francis Fischer of McCann Erickson — IDG Communications is looking to send a second agency rep and a guest to Hawaii for a week. This is all part of "Vacation Around the World with IDG," an effort to encourage the media community to get more involved with IDG's U.S. editorial products, explained **Catey DeBalko**, vice president, marketing at IDG Communications.



"Members of the media community tend not to read our publications and therefore don't fully understand the editorial focus of each property as well as they should," noted DeBalko. "We've introduced this program to get them more actively involved inside the pages of our publications so they will better understand the distinct editorial mission of each book. We will include the online sites as well in the next two rounds so that the media community really understands the full scope of the online and offline capabilities of IDG."

DeBalko said that the response to the first contest was tremendous but hopes to encourage even more agency representatives to enter the second round. In order to be eligible for the drawing for the trip, the reps must answer a series of questions that will require them to go through the pages of each publication to find the answers. DeBalko said she expects to name a winner in mid-May.

Agency reps learned about the contest last week via an e-mail containing a link to www.idg.com/hawaii where sweepstakes details are posted. In addition, all IDG U.S. sales reps have been given extra copies of the direct mail piece and entry forms to bring along on agency calls.

For more information contact DeBalko at catey_debalko@idg.com or 415-676-3003. WU

IDG.net agrees to supply IT news to network of Spanish language sites

IDG.net last week signed an agreement with Yupi.com, (www.yupi.com) a leading portfolio of Spanish-language Internet sites, that will give Spanish users access to localized technology content from IDG.net sites within the Iberian peninsula and from regional and countrywide IDG publications including *PC World Latin America*, *Computerworld Venezuela* and *Computerworld Argentina*, as well as news from the IDG News Service in Spanish.

The Yupi.com network is composed of Internet sites featuring portals and Web-based communities. Some examples of the online properties featured within the network are Yupi.com, its flagship portal site; Ciudad Futura, the world's first Spanish-language virtual community supported by collaborators from around the world; and Bogota.com, a Colombia-based comprehensive city guide that provides information on restaurants, hotels, arts and entertainment. The Yupi.com network relies on a proprietary search technology that does not utilize Web crawlers or spiders — all of its content is manually categorized. Its interface was specifically designed to mitigate the bandwidth constraints of the telecommunications infrastructure in Latin America.

Yupi.com and its network of sites are headquartered in Miami Beach, Fla., and have offices in Los Angeles, Argentina, Colombia, Mexico and Spain. Some of Yupi.com's investors are Interprise Technology, IFX Corp., Sony Corp. of America and two of its entertainment divisions — Sony Music Entertainment and Sony Pictures Entertainment — J. & W. Seligman & Co. Inc., News Corp., Comcast Interactive Capital and Banc of America Equity Partners.

For more information contact IDG.net's **Jeff Julian** at jeff_julian@idg.com. WU

executive Q and A

Jeff DeBalko
The president of IDG Global Communications is this week's columnist. Part one of this column appeared in the April 3 issue. DeBalko may be reached at jeff_debalko@idg.com.

IDG Global Communications at-a-glance

Location San Mateo, Calif.

Year established 1996

Number of employees 16

Top goal(s) for 2000 Continue to grow our service business, deliver new Web-based customer information and service tools, and aggressively pursue global cost-cutting technology agreements.

> *"We are working on two major projects. The first is an e-commerce portal that will allow our customers to access the e-commerce capabilities of our business units as well as an industry first: the bility to purchase print and Web advertising online."*

***Q* What major new technologies do you see IDG adopting in the next year or two?**

A As far as IDG Global Communications goes, our focus is on developing and deploying technology that enhances our relationships with our customers and our ability to serve them. For the most part, accomplishing this goal focuses on the development of new Web-based resources for both our employees and our customers. For example, late last year we launched a new intranet site for our sales, marketing, and management executives called idgCIA.com (CIA stands for Customer Intelligence Agent).

The goal of this site is to provide the most comprehensive, accurate and timely information on our customers, our competitors and the marketplace. The site is growing rapidly in terms of usage and resources available. Current resources include daily business news about our customers, our competitors and the media and marketing community, profiles of our top 100 customers including direct Web links to vital information, lists of breaking new accounts, call reports from IDG Communications and our business units, collaboration tools such as presentations and selling resources, and much more.

On the customer side we are working on two major projects. The first is an e-commerce portal that will allow our customers to easily access the e-commerce capabilities of our business units as well as an industry first: the ability to purchase print and Web advertising online. The second major customer- focused project is our customer extranet. Dubbed "myidg.com" (for example myidg.com/ibm) this customized site will allow our customers to access important information about their relationship with IDG including IDG contact information, news, spending data and market research. We are also working with IDG Communications' marketing group to deliver a wireless version of this service to our top customers and dot.com prospects.

At IDG business units around the world, I see two major trends in terms of new technology initiatives. The first is the increasing need for sales force automation and customer resource management tools. The marketplace that we operate in continues to change rapidly, and the ability to leverage technology to better serve our customers is becoming more important than ever. Customers expect an immediate response to general inquiries, requests for proposals, requests for market data, etc. Those business units that can respond to their customers in the most expedient and efficient manner will be the ones that capture the largest share of mind and share of market.

The other major trend is the rapid growth of wireless technology as a medium for delivering information and content to our customers. As is usually the case, our European colleagues are far ahead in terms of the most innovative applications of this new technology. Already, IDG business units are exploring ways to allow customers to get up-to-date news from our publications and Web sites, buy books online and even notify passive job seekers of new employment listings posted on IDG career Web sites, all via wireless devices such as their cellular phone or Palm organizer. I believe within the next year, a great majority of IDG business units will be delivering services to customers via wireless devices.

***Q* What does the future hold for the IDG intranet, idgcentral.com?**

A Although much of our development focus has shifted toward Web initiatives that have an impact on IDG's customer relationships, IDG Central still plays a vital role in facilitating internal communications and distribution of information. More than 2,000 IDG employees have logins for the site. Many groups such as the Corporate Support Center, corporate communications, IDG Research, several of the product lines and functional groups maintain areas on the site. Other groups such as the IDG News Service, *IDG World Update* and IDG Corporate Services group offer links to their own sites from IDG Central. We are currently considering several redesign options for the site including a portal concept that would provide timely news and information about being an employee of IDG rather than the more database-like format that you see today. We would also like to deploy the latest technology to provide easy, secure, single login access to all internal IDG resources no matter where they are maintained. The primary mission of the site, "to provide a platform for IDG business units to quickly and efficiently share information," will not change.

One of IDG Central's most valuable resources is the IDG Directory, a listing of employees and business units worldwide. This database, developed and maintained by the team at International Publishing Services in Boston, is the most comprehensive listing of "who's who" at IDG. As you can imagine, in a global, decentralized company such as IDG, maintaining this resource is a difficult if not impossible task. Check it out and e-mail submissions and updates to **Michele Nealand at** michele_nealand@idg.com or idgdirectory@idg.com.

Return to IDG

continued from page 1

"It happened fast but not without some serious thought," Hulitzky said, noting that he and *Computerworld* agreed on a very brief one-week notice. "Like everyone else, I was thinking that dot.coms are where the action is, and the offer from Techtarget was too tempting to resist."

But the ink was barely dry on the stock options when Hulitzky began to question his decision. "Some dot.coms are incredibly hot right now, but it's important to remember that many industries have experienced similar cycles. Computer leasing was one in the 1970s, biotechnology was another in the 1980s and these analogies have to be considered with all of today's dot.com euphoria. That's not to say that the shift to more e-business isn't a sea change, but we have to remember that virtually all big companies have an e-business strategy today. If they aren't already, within three years, all major brick-and-mortar companies will be click-and-mortar companies of some sort," Hulitzky said.

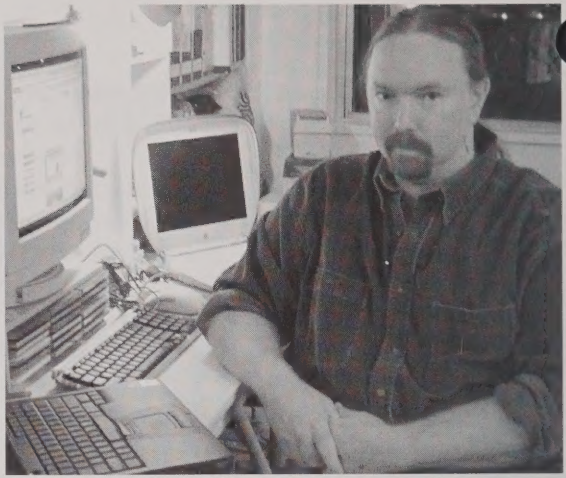
"Many young people today who are just starting their careers have only known the booming economy we're currently experiencing. But if you take the long view of your career, it's hard to overestimate the importance of being with a company that is a leader in its field and has a diversified enough product line to allow it to balance out the inevitable rough patches."

"Many young people today who are just starting their careers have only known the booming economy we're currently experiencing. But if you take the long view of your career, it's hard to overestimate the importance of being with a company that is a leader in its field and has a diversified enough product line to allow it to balance out the inevitable rough patches."

— Derek Hulitzky

In the midst of all this reflection, Hulitzky received a few calls from well-wishing IDG colleagues. One such call was to ask him to consider returning to *Computerworld* as vice president of marketing. "During the conversations, I was reminded of IDG's longstanding commitment to product lines like *Computerworld*. Throughout my career at IDG, I have always been impressed by [IDG Chairman's] **Pat McGovern**'s uncanny vision and willingness to persevere when the going gets tough. *Information Weeks* and *PC Weeks* may come and go, but Pat is in it for the long haul, and the proof is continuously in his track record. So one thing led to another, and here I am again at IDG."

And what of the millions he might have made at Techtarget? "Sure, some of those folks may wind up being millionaires," Hulitzky allowed. "But many more who want to get rich quick at lightly funded dot.coms won't. And at this point in my life and my career, I decided a pure dot.com play was a gamble I really didn't want to take. And that I should remember the power of Pat's vision. It's fueled IDG's growth and IDG's growth overshadows any dot.com out there."



Computerworld's ***Peter Smith*** *says upper management at Rowe.com was more focused on its growth-by-acquisition strategy than on the needs of its increasingly demoralized work force.*

Peter Smith's original tenure at *Computerworld* spanned two years, during which time he helped the company transition its Web site from flat HTML pages to a database-driven design. Although the work was challenging at first, eventually he began to feel "pigeonholed" by the company's reliance on Lotus Domino as a development platform. "I was looking to branch out, to challenge myself professionally," Smith said, of his decision last year to join Cambridge-Mass.-based Rowe.com, a startup focused on providing online subscription services.

As Rowe.com's first Technology Webmaster, Smith said he was looking forward to branching out professionally and gaining experience with the new technologies being embraced by the startup. "Curiously, that didn't happen," he said. Like many new dot.coms, Rowe.com was growing at a furious pace. In the 12 months Smith was with the company, staff grew from 100 to 1,100 [and now back down to 700, with their latest merger with Newsedge falling apart]. "We were acquiring companies left and right, and I found myself doing less and less development work and more and more mundane systems work as we added employees and had to support their IS needs."

Smith said he also found himself working with a group of people who approached their work in a very different way from what he had grown used to at *Computerworld*. "Every acquisition meant a new office with new corporate cultures and new technologies, and the inevitable friction that resulted. Upper management was so focused on growing the company as quickly as possible that they were completely oblivious to plummeting morale in the workspace. Everyone was polishing up their resume, looking for the next pre-IPO shop to jump to; it was a pretty grim."

continued on next page

IDG

Monday, April 10, 2000

Arts & Graphics Director (CCI) Growing publisher of full-color, monthly magazine for K-12 educators seeks Art & Graphics Director to manage design, layout, and production. Duties include feature & cover design, assigning photography and illustrations, file preflight, supervision of scanning and photo enhancement, 4-color proofing, tracking multiple versions, managing expenses within budget, managing 2-4 freelancers, administering network backups, Mac troubleshooting, and directing graphic design on special projects. Experience in Quark, Photoshop required; Illustrator, spreadsheets, and Web design a plus. Competitive pay & benefits. Send resume and cover letter to: S. Champeny, CCI/Crosby Publishing, 214 Lincoln St., Suite 112, Allston, MA 02134. *Location: Boston MA*
Contact: S. Champeny, Fax: 617-254-9776, Email: cic@ccicrosby.com (PDF or text only).

Associate Editor (CCI) Growing publisher of monthly custom magazine for K-12 educators seeks well-organized, motivated individual who can be flexible in a deadline-driven environment. Duties include proofreading, editing, fact-checking, writing, and office management. Familiarity with Quark a strong plus. BA required, editorial experience preferred. Competitive pay & benefits. Send resume/cover letter to: P. Burchard, CCI/Crosby Publishing, 214 Lincoln St., Suite 112, Allston, MA 02134. *Location: Boston MA*
Contact: P. Burchard, Fax: 617-254-9776, Email: cic@ccicrosby.com (PDF or text only).

Sales/Marketing Account Manager (CCI) Self-directed individual needed to maintain & increase sales of print ads in national K-12 education magazine from May - Aug. w/ full-time opportunity in Sept (15-25 very flexible hours per week). Build new business utilizing print, on-line and direct marketing. Primary sales categories include cable TV and educational technology. Proven sales record, experience with ACT and MS Word to maintain databases and create sales materials. Graphics/design abilities, market research experience a plus. Base salary + commission/bonus. Send resume/cover letter to: N. Bohn, CCI/Crosby Publishing, 214 Lincoln Street, Allston, MA 02134. *Location: Boston MA*
Contact: N. Bohn, Fax: 617-254-9776, Email: cic@ccicrosby.com (PDF or text only).

Intern, Services Marketing (IDC) Part-time internship project opportunity (15 - 20 hours/week) for an independent self-starter to update, and maintain IDC's Services Marketing Services Database. The ideal candidate must be organized, inquisitive, detail-oriented and capable of working with different sources of data, including the Internet. In addition, this person will also assist with general marketing administrative responsibilities. Familiarity with Microsoft Word is helpful. *Location: Framingham MA*
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Market Development Manager (IDC) Responsible for strategic positioning and marketing of Business Services research programs to be launched as part of the eBusiness Advisory Services Group. Working closely with the analysts, sales and management teams, responsibilities include prospect development, prospect and client interaction, development of marketing collateral and powerpoint presentations. Individual must be sales-driven and capable of presenting to executive management. Key objective is to grow business into a multimillion-dollar practice in the short term through proactive marketing and sales activities. Impeccable communication and interpersonal skills, and ability to manage multiple priorities and maintain effective communication with team members a must. The ideal candidate will have 7-10 years marketing/sales experience in a high tech environment. Prior direct sales experience highly desirable. Travel required. *Location: Framingham MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Program Manager, Services Research (IDC) Coordinating statisticians and modeling resources from IDC's corporate research group, web developers and database programmers from IDC's Information systems group, and analysts from around the world, this individual will manage the product development, sales launch, and on-going business development of the services group's web-based product line. Frequent contact with the press, Wall Street firms, and senior industry services executives means the successful candidate will assume a high-profile position and possess excellent writing and quantitative skills. MBA graduate in finance/marketing essential, with 5-10 year's industry experience. *Location: Framingham MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Senior Analyst, ASP (IDC) Candidates should have solid business acumen, a general enthusiasm for exploring new research areas, and familiarity with high-tech markets. An understanding of business models, in particular service business, is important. Good writing skills are essential. An MBA is preferred. Includes the following responsibilities: Production of Research Reports, Bulletins, Flashes and Inquiry Responses incident to the standard Continuous Information Service (CIS) package which is marketed and sold to clients, in conformity with research production parameters prescribed by IDC; Participation in Consulting projects which involve the analyst's area of responsibility and expertise; Involvement in marketing, sales and administrative activities incident to the growth and development of research program; Participation in industry or trade events, conventions, affiliations, and speaking engagements which promote the growth and development of the research program. *Location: Framingham MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Senior Analyst, Incubator Services (IDC) Candidates should have solid business acumen, a general enthusiasm for exploring new research areas, familiarity with high-tech markets, and the ability to develop a new research service. An understanding of venture capital and equity funding is important. Good writing skills are essentially. An MBA is preferred. Generally involves following responsibilities: production of Research Reports, Bulletins, Flashes and Inquiry Responses incident to the standard Continuous Information Service (CIS) package which is marketed and sold to clients, in conformity with research production parameters prescribed by IDC; participation in Consulting projects which involve the analyst's area of responsibility and expertise; Involvement in marketing, sales and administrative activities incident to the growth and development of research program; participation in industry or trade events, conventions, affiliations, and speaking engagements which promote the growth and development of the research program. *Location: Framingham MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Editorial Assistant (IFW) The editorial assistant will provide support to the editorial team by completing administrative department tasks (such as travel arrangements, answering queries, internal communications) and other duties as assigned. This position offers an excellent opportunity to learn about news reporting and the information technology industry from within a fast-moving news department.
Location: San Mateo CA
Contact: M. Lamonica, Fax: 617-574-1862, Phone: 617-239-7811, Email: martin_lamonica@infoworld.com

Facility Jr. Planner (IDG Central Svcs) As an integral part of the Facilities team, the Facility Jr. Planner will take responsibility for maintaining the existing layout and utilization of building space, as well as handle day-to-day furniture-related requests and repairs. This individual will also assist in the establishment of work station standards, including coordination of the company ergonomics program. Qualified candidates will have some experience in facility-related services, including understanding of the principles of space design and layout. Requirements include PC proficiency; good administrative skills; and a California driver's license with a good driving record. Experience in the design and installation of Haworth and Herman Miller furniture systems is ideal. *Location: San Francisco CA*
Contact: T. Simms, Fax: 415-267-1777, Phone: 415-974-7327, Email: todd_simms@pcworld.com

Bilingual Copy Editor (IDG News) Seeking a full-time copy editor for the Spanish-language wire service. The candidate should be fully bilingual in Spanish and English (able to read, write and speak both languages with native fluency). A knowledge of Portuguese would be a plus. The ideal candidate will have a solid command of AP style, a handle on issues and topics related to the information technology (IT) and telecommunications industries, as well as knowledge of Latin America. He/she should be able to edit versions of stories that have been translated from English to Spanish, edit stories written originally in Spanish and also be able to do on-the-spot translations. Specific responsibilities will be commensurate with experience and ability, but the successful candidate may have the opportunity to showcase writing talent, covering breaking news as well as writing occasional in-depth features, case studies and trend stories. The candidate can be based anywhere in the U.S. (South Florida preferred). *Location: Flexible*
Contact: J. Perez, Fax: 954-443-1623, Phone: 954-443-1622, Email: juan_perez@idg.com

Channel Marketing Coordinator (IDG/B) The primary responsibility of this position is to work closely with sales, product marketing, creative services, and the channel marketing group in the development and support of marketing programs and materials for our retail and special markets channels. The specific duties of the position will include special project administration, tracking of co-op and marketing budgets, coordinate special mailings, create and maintain customer profile database, and assist with presentation materials. Our ideal candidate will have a strong customer-service orientation, analytical skills, be able to handle multiple tasks, be highly organized, and possess strong written and verbal communication skills. The position requires a minimum of 2 years of experience in sales support or marketing. College degree in marketing or related field preferred. *Location: Foster City CA*
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Systems Support Specialist (IDG/CSG) Seeking a self-motivated individual with exceptional troubleshooting skills to provide Level-1 hardware and software support for internal and external clients. The candidate should possess excellent verbal and written communications and a strong knowledge of Windows 95/98, PC hardware and software. The successful applicant will have experience working in a networked environment and should be able to diagnose network-related problems for NT and Novell networks. Hands-on experience with financial software and Lotus Notes is a plus. Prior experience in a customer support role is preferred. The position is responsible for configuration, installation and maintenance/repair of PCs in a busy customer service environment. Also, this position performs systems checks, backups and troubleshooting with field service personnel. *Location: Framingham MA*
Contact: J. Lynch, Fax: 508-935-4600, Phone: 508-935-4041, Email: julie_lynch@idg.com

Director of International Accounts (IDG/GS) The Director of International Accounts for IGS will design and implement global sales strategies to generate revenue by maximizing ad sales and market share and will be responsible for representing the advertising sales interests of over 280 indigenous IT magazines and newspapers across 75 countries. He/she will be on the front line reinforcing IDG's position as the world's largest and most successful provider of information services. Candidates must have the proven ability to manage multiple priorities in an extremely fast paced, multi-tasking sales environment. Candidates also should have a minimum of 3-5 years' of international sales, international marketing or outside space sales experience for a major computer/technology publication. International diplomacy and excellent communication skills are a must. Foreign language ability a definite plus. *Location: Framingham MA*
Contact: P. Mylchreest, Fax: 415-331-0881, Phone: 415-676-3004, Email: peter_mylchreest@idg.com

Public Relations Manager (IDG/WEC) The Public Relations Manager will be responsible for the implementation and management of promotional efforts across all brands as well as corporate relations. A newly created position, this individual will work along side internal Marketing Managers while managing outside agencies to generate accurate and timely promotional campaigns as well as develop cross-promotional strategies. He/she will develop and maintain PR databases, manage the RFP process, author press releases, monitor business services, organize and manage on-site press rooms, and provide tracking, analysis and reporting of all PR efforts. Candidates must have strong project management, communication, writing and analytical skills. A bachelor's degree and five years of agency or corporate experience in a Hi-Tech environment required. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: , Email: tgjobs@idg.com

Editorial Assistant (ITworld) Rapidly growing online publisher seeks a part-time editorial assistant. About half the time will be spent handling contracts, assignment letters, and invoices for freelance writers. The other half will be dedicated to proofreading and fact-checking articles on the ITworld.com, JavaWorld, LinuxWorld, and SunWorld sites. The ideal candidate likes to organize and keep track of accounts, has a sharp eye for detail, and knows the difference between "it's" and "its." This is an excellent opportunity for someone seeking an entry-level position in Web publishing. $12-$15 per hour, 20 hours per week, flexible schedule. *Location: San Francisco CA*
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Director of Production (ITworld) Seeking a seasoned Director of Production to manage all aspects of the day-to-day development, production and publication of our Web sites and newsletters and lead the web production teams in our Southborough, MA and San Francisco offices. Responsibilities include: develop, implement, and oversee pre-production and production processes, manage a team of developers, list administrators, producers and production managers; determine and manage the scale of projects to ensure that deadlines are met and priorities are followed; create ongoing goals and objectives in developing our Vignette based publishing system; participate in strategic planning for the growth of the web sites, developing both short-term and long-term production plans to support that goal; and manage a large group of staff (15) geographically dispersed (Southborough and San Francisco). Qualifications include: Ability to manage a team tasked with multiple projects, and to prioritize strategically; Fluency in web publishing technologies; Excellent leadership, project management, and organization skills; Required technical skills: html, xml, Vignette, Broadvision, Interleaf, basic unix (shell); Exposure to scripting languages (Tcl, Javascript), databases (SQL, Web Enabled Database), graphic tools (Photoshop, Illustrator), editors (Emac, BBedit, Homesite, etc); Three + years experience with the web; 4+ years of management experience. *Location: Southborough MA*
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Director of Engineering (ITworld) Seeking a seasoned Director of Engineering to be responsible for and manage the day-to-day prioritization and development of all new applications, features and services on our high profile B2B websites. Responsibilities include: build/develop an engineering team comfortable with newest web technologies; participate in the design and build of high profile web sites and server side applications; participate in strategic planning for the growth of the web sites, developing both short-term and long-term engineering plans to support that goal. Required technical skills: C/C++, Java, Perl, SQL, Oracle 8 and strong Unix Shell level programming Exposure to scripting languages (Tcl, Javascript), ASP, JSP Following areas preferred: Oracle,MS- SQL Server, development/porting/installation/configuration in a UNIX environment, Developing online applications on multi-platforms, distributed programming, Client/Server, CORBA and experience developing with Apache, Jeeves, and Jigsaw. Past experience should include: developing web sites with the following characteristics: high volume, encrypted data storage and transfer, membership authentication, and integration with legacy systems. Experience developing high volume e-commerce web site. *Location: Southborough MA*
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Web Events Producer (ITworld) Seeking a Web Events Producer to produce and oversee all aspects of web-based seminars through streaming media, on-demand broadband content. This individual will report to the VP of ITwebcast at ITworld.com and will be responsible for all aspects of event production including writing scripts, writing copy for website, working with presenters on content development, event coordination, working with cross-functional teams on audience development, etc. Qualified candidates should have well-rounded video production experience, including streaming video/audio, and multimedia knowledge. Individual must have a proven track record overseeing a wide variety of production details with internal and external resources. Strong knowledge of the Internet and Information Technology is preferred in order to help shape the content of these events. *Location: Southborough MA*
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Sales Assistant (Mac Pub) Macworld, the #1 resource in the Macintosh market, is looking for an energetic individual to provide sales support in San Francisco sales office. Responsibilities include: some agency/vendor contact to assist with magazine closings and collection of insertion orders; meeting coordination, database maintenance, typing of general correspondence, faxing, copying, mailing media kits and other general office duties. Candidate should be articulate, multi tasking, professional with strong organizational, customer service and writing skills. This individual will also be proficient with Microsoft Word and Excel. Lotus Notes and 1-2 years of business experience preferred. Strong administrative skills and the ability to work independently are essential. *Location: San Francisco CA*
Contact: S. Wu, Fax: 415-267-1742, Phone: 415-978-3272, Email: su-tsen_wu@idg.com

Custom Publishing Sales Manager (Mac Pub) Macworld, the #1 resource in the Macintosh market, is looking for anAccount Manager for Custom Publishing. Responsibilities include: sales/new business development of custom magazine content. The CP Account Manger will work closely with Editorial, Marketing departmentand Display Managers, to identify unique selling opportunities/strategies and present to current and new accounts. Candidates must have strong presentation skills, function on a strategic and tactical level, have excellent time management skills and work effectively in a team environment. 5+ years of publishing sales experience preferred along with proficiency in Microsoft Word and Excel. Custom publishing sales experience a plus. *Location: San Francisco CA*
Contact: S. Wu, Fax: 415-267-1742, Phone: 415-978-3272, Email: su-tsen_wu@idg.com

Benchmark Programmer (PCW) The Benchmark Programmer will be responsible for programming and maintaining PC WorldBench and other core benchmark programs. He/she will develop new benchmarks that aid the PC World Test Center in evaluating hardware and software products. Tasks include: external and internal design of benchmarks, software development and verification process. Candidates must have a comprehensive knowledge of wide-ranging hardware and software used in the Windows-based PC environment and must be familiar with the software development process, programming languages (such as C++, MS Test or other test development scripting tools, and PC benchmark programs and product performance testing. A degree in computer science/information systems or equivalent computing experience and two to three years of programming experience also required. *Location: San Francisco CA*
Contact: U. Diehlmann, Fax: 415-546-1673, Phone: 415-974-7429, Email: ulrike_diehlmann@pcworld.com

Manager of Benchmark Development (PCW) Position is responsible for managing the application development and maintenance process for PC WorldBench and other core benchmark programs and for handling communications about PC World USA benchmarks with other PC World publications around the world. Tasks include external and internal design of benchmarks, hiring contractors, managing the development and verification process, supervising the benchmark programmer, and providing support to international PC Worlds in their use of our core benchmark programs. Candidates must have a comprehensive knowledge of hardware and software used in the Windows-based PC environment; excellent written and verbal communication skills; familiarity with software development process and programming languages such as C++ and MS Test or other test development scripting tools; familiarity with PC benchmark programs and product performance testing; excellent project management skills; and experience in managing developers. A degree in computer science/information systems or equivalent computing experience also required. *Location: San Francisco CA*
Contact: U. Diehlmann, Fax: 415-546-1673, Phone: 415-974-7429, Email: ulrike_diehlmann@pcworld.com

IDG EMPLOYEE REFERRAL BONUS PLAN

Keep Spreading the News...

Just fill out this form and attach it to the resume. If the person you refer is hired you will receive a bonus of up to **$1,000***.

•**$1,000*** for each referral that results in a regular full-time or part-time hire within participating divisions.

•**$500*** for casual part-time referrals working a minimum of 20 hours.

•With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize -- $2,000 Runner-Up -- $1,500

RULES

- Employees of all IDG Divisions are eligible to participate; however, you will only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days.
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within his/her own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date:____________________________________

Applicant's Name:____________________________

Position Referred to:___________________________

Company Name:______________________________

Referred by: (Employee Name)__________________

Company Name:______________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

For Human Resources Only

Employee Receiving Bonus:_________________

Company Name:___________________________

Referred Employee:________________________

Company Name:___________________________

Date of Hire:_____________________________

Ninety Day Date:__________________________

Charged to BU/Department#: _______________

H.R. Signature:___________________________

Bonus check to be given to:_________________

Bonus Amount: ___________________________

**Referral bonus amounts may vary within IDG. Check with your Business Unit s HR Department for details. $1,000 and $500 bonus amounts effective for referred employees hired 4/1/00 or after.*

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And so, when Computerworld Director, Online and Design **Tom Monahan** told him about an opening in the department last fall, he was immediately interested. "*Computerworld* has a great Web team and a whole new philosophy driving its online development," Smith said. "In the old days, there was almost an us-vs.-them mentality between the print publication and the online site. In the time I was gone, there's been a complete change in that attitude. Now, the Web site and *Computerworld*'s online activities are an integral part of the company. We're transitioning to a new platform, adding features and really taking our online presence to the next level. There's a feeling of unlimited potential, and I have to say, I'm almost goofily happy to be back."

"Think carefully about what you'll be doing specifically. Would you enjoy this job if it weren't at a dot.com startup? Will it further your career goals?"

— Jeff Julian

"Every acquisition [by Rowe.com] meant a new office with new corporate cultures and new technologies, and the inevitable friction that resulted. Upper management was so focused on growing the company as quickly as possible that they were completely oblivious to plummeting morale in the workspace. Everyone was polishing up their resume, looking for the next pre-IPO shop to jump to; it was a pretty grim."

— Peter Smith

*IDG.net's **Jeff Julian** says he missed the high-tech publishing market and the business-to-business relationships at IDG.*

IDG WORLD UPDATE

A five-year veteran of *Macworld*, **Jeff Julian** was just a few months into his new role as vice president of business development at IDG.net when he decided to accept the position of director of advertising sales at a San Jose, Calif.-based dot.com called RemarQ. "I had seen so many acquaintances experience IPO fever, and I got caught up in the excitement," Julian said. "Although I'd been part of the online community since 1997 [first at *Macworld* and then at IDG.net] I was somewhat envious of the fast-paced environment that many of my colleagues were experiencing at dot.coms."

Julian did not leap at the first opportunity that presented itself, noting that he chose RemarQ, a leading provider of Internet discussion services for Internet service providers s such as AltaVista and LookSmart, because it met several important criteria. "I knew and respected the people who worked there, the company was positioned in the top two in its space, and I thought that they offered an experience that was something that could only be provided on the Internet."

Julian was charged with setting up and running the entire advertising network for RemarQ, work he initially found fast-paced and interesting. But, once the system was established and running smoothly, the job became "more mundane and routine." In addition, Julian said he missed the high-tech publishing market and the business-to-business relationships at IDG. "Being in the broad consumer space with a product that is not really high in editorial quality [reader generated] put me in a position where I was doing more banner selling and less partnering with clients," Julian noted.

And so, "when the position at IDG.net became available, I thought it was a great opportunity for me to return to IDG and build on what [his former manager] Laurie Morgan had done. Now senior VP, Internet development and publisher of IDG.net, Julian says the experience of joining a startup taught him several important lessons. "First, in that environment, it is critically important that the CEO/founder be an incredible evangelist. The most important people to look at are the people around him or her. Are they impressive?

"Second, make sure that the company is doing something that is really interesting to you. You will have to immerse yourself in whatever market it is that you're covering, and if it's not interesting, you'll be sorry. Third, test drive the company mission. Does it make sense? Is there a market? And most important, think carefully about what you'll be doing specifically. Would you enjoy this job if it weren't at a dot.com startup? Will it further your career goals? Lastly, if you decide to go, go with the idea that will be building a company that will last. If you are just in it to turn a quick buck, chances are you will be disappointed."

Of the 904 people hired at IDG business units in 1999, 122 were rehires.

noteworthy people

Oterson

Patton

Solomon

Lehman

Forde

Athan

IDG WORLD UPDATE PHOTOS

Promotions

IDG Central Services Telecommunications Specialist **Jeff Oterson** has been promoted to telecommunications manager. "Jeff has been a member of the IDG Central Services staff for over 10 years," said **Todd Simms**, director of facilities and operations at 501 Second St. in San Francisco. "Jeff is a team player and has been a great support to the Operations team during our recent construction projects, reconfigurations and moves."

Steve Garone, IDC research director, Application Development and Deployment (AD&D), is now that group's program vice president. "Steve has been instrumental in helping the AD&D team position and launch new services, champion new business development and set high water marks for staff consulting content and revenues," said **Steve Hendrick**, program vice president. "He has helped IDC stay on top of the Java phenomenon and is perhaps IDC's most experienced analyst in the increasingly important area of component-based development and deployment."

CIO Editorial Assistant **Kelli Botta** moves up the ladder to associate copy editor. "Kelli has proved to be a very detailed, organized and conscientious fact checker," said Managing Editor **Cheryl Asselin**. "Her ability to beat deadlines never ceases to amaze those who work with her. And her attitude makes her very easy to work with. She has also pitched in on our busy proofreading days, showing us exactly how detailed she really is."

New employees

Senior Writer **Susannah Patton** brings 12 years of reporting experience to *CIO*, including business coverage for the Associated Press, the *Boston Herald*, Dow Jones News Service, *International Herald Tribune* and freelance work for *Wall Street Journal Europe*. She holds an M.A. from Columbia University's graduate school of journalism, speaks and writes fluent French and has worked in Paris as a reporter and English teacher.

Computerworld's assistant business editor **Melissa Solomon** was previously the editor of *The Brookline* (Mass.) *TAB* and a reporter at the Metrowest *Daily News*. She holds a B.A. in English/writing arts from the State University of New York/Oswego and a journalism M.A. from Boston's Northeastern University.

Also at *Computerworld*, **DeWayne Lehman** has signed on as a senior writer. He had been managing editor for the urban group at Community Newspaper Co., home of *The Boston TAB*. DeWayne has a B.A. in American Studies from Anderson College in Anderson, Ind., and is a "recreational jogger and a recreational home renovator" in his spare time.

Previously a conference coordinator with International Business Communications, **Doris Forde** takes on a similar role with IDG World Expo. She graduated from Boston's Northeastern University with a B.A. in journalism and likes to take long walks, shop and dine out.

IDG World Expo Registration Manager **Stephen Athan** previously held the same position at IDG Expo Management Co. He graduated from the University of Massachusetts/Amherst with a B.A. in communications and enjoys traveling; Germany is next on his itinerary.

Associate Research Analyst **Alan Promisel** comes to IDC's Asset Management Group from Tufts Health Plan where he was an analyst in the Strategy and Business Planning department. He has a B.A. in psychology from New York University.

IDC West has hired **Caroline Raynaud** as senior account executive, international business development. She was previously key account manager at ZD Market Intelligence in Europe and holds a marketing degree from TU Berlin in Germany and an M.B.A. from the University of Illinois. She enjoys tennis, skiing, diving and movies.

Neil Arrieta joins *InfoWorld* as a sales associate, coming from his position as a sales intern with Aegon Inversiones in Barcelona, Spain. He earned a B.A. in history from UCLA and works off stress through cycling.

Previously circulation director with Fawcette Technical Publications, **Karen Koenen** is now *The Industry Standard*'s circulation director. She graduated from the University of San Diego with a B.S. in accounting and in her spare time likes to travel, hike and ski.

Web Developer **David Siegel** joins *The Industry Standard* from Transact E-Commerce Consulting Corp. where he held a similar position. He holds a B.A. and an M.A. in psychology from Stanford University in Palo Alto, Calif., enjoys cooking and the arts and playing with his band, El Pulpo.

The Industry Standard's conferences division has hired **Jeremy Davidson** as marketing coordinator. Previously a server at San Francisco's Hawthorne Lane Restaurant, he graduated from Vermont's Middlebury College with a B.A. in music and a minor in American literature. Jeremy enjoys classical singing, music composition and traveling.

A recent graduate of the University of California/Berkeley with a B.A. in communications, **Mitchell McAlister** is an associate producer for *The Industry Standard*. In his spare time he enjoys surfing, snowboarding and music.

Cherise Bromberg joins *The Industry Standard* as facilities manager. Previously a facilities supervisor with Aescalap, Inc., she holds a B.A. in communication arts and public speaking with a minor in women's studies from the University of Wisconsin/Madison. She enjoys cooking, swimming and body surfing.

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service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Nancy Mallette *IDG*

16

Valerie Sanclemente *IDG*
Karen Lincoln *Network World*

14

David Bromley *IDG World Update*
Judit Fulop *IDG Hungary*
Kazuhiko Kajihara *IDG Japan*

12

Patricia DeBiase *IDG*
Richard Pastore *CIO*
Lotte Davidsen *IDG Denmark*
Kirk Campbell *IDC*

10

John Kilcullen *IDG Books*
Cheryl Asselin *CIO*
abor Revesz *IDG Hungary*
Maria Rosa Rodriquez *IDG Spain*
Denise Haines *IDC*

9

Barbara Sullivan *Network World*

8

Daphne Cheng *IDG Taiwan*
Yuriko Tejima *IDG Japan*
Liz McPherson *IDC*

7

Jitka Hozova *IDG Czech*
Ellen Fanning *Computerworld*
Cynthia Banker *IDC*

6

Helen Saraceni *IDG Books*
Angela Shieh *IDG Taiwan*
Attila Schopp *IDG Hungary*
Lorraine Cosgrove Ware *Computerworld*

5

Maridee Ennis *IDG Books*
Vicky Chung *IDG Taiwan*
Andrea Sziebig *IDG Hungary*
Stefan Bader *IDG Germany*
Thomas Hetland *IDG Sweden*
Lucy Docherty *IDC U.K.*
Yolanda Martinez *IDG Spain*
Brian Kornegay *IDC Singapore*
Henry Morris *IDC*

4

Ritchie Durdin *IDG Books*
Renee Dunn *IDG Books*
John Ball *IDG Books*
James Conley *IDG Books*
Thomas Debolski *IDG Books*
Kurt Krames *IDG Books*
Cassandra Yamamoto *IDG Books*
Donna Wright *IDG Books*
Linda Quick *Laurentian Technomedia*
Ching Lee *IDG Taiwan*
Robert Vanglo *IDG Denmark*
Satoshi Yoshida *IDG Japan*

3

Kimberly Darosett *IDG Books*
Sofia Marchant *IDG Books*
Jarmila Frejtichova *IDG Czech*
Jaroslava Janatova *IDG Czech*
Elisa Della Rocco *Network World*
Sharon Smith *Network World*
Svenja Brosien *IDG Germany*
Katarina Stromberg *IDG Sweden*
Bjorn Lorentzi *IDG Sweden*
Yoshiko Mimura *IDG Japan*
Paolo Lombardi *IDG Italy*
Mary Myrick *IDC*
Christian Bousquet *IDC*

2

Jessica Petty *IDG Books*
Breea Hosier *IDG Books*
Dominique DeVito *IDG Books*
Jonathan Malysiak *IDG Books*
James O'Farrell *IDG Books*
Cynthia Petrillo *IDG*
Norma Intriago *IDG Global Solutions*
Sandra Kendall *CIO*
Daniel Cardamone *IDC*
Sabrina Chen *IDG Taiwan*
Waltraud Wlach *IDG Germany*
Daniel Behrens *IDG Germany*
Asa Osterlund *IDG Sweden*
Ulf Lindholm *IDG Sweden*
Barry Parr *IDC*

1

Darlene Pitts *IDG Books*
Aaron Riseman *IDG Books*
Annette Rougeau *IDG World Expo*
Lauren Costello *IDG List Services*
Maro Eremyan *Network World*
Katalin Erdos *IDG Hungary*
Rafael Imedio *IDG.net*
Eileen Quan *PC World*
Katrin Kortmann *IDG Germany*
Veronica Almstrom *IDG Sweden*
Helena Persson *IDG Sweden*
Niclas Ohlsson *IDG Sweden*
Stephanie Li *IDC Singapore*
Carolyn Burton *IDC*
Jennifer Lapio *IDC*
Mary Slater *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

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Transfers

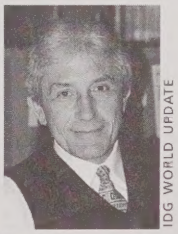
Computerworld News Editor **Michael Goldberg** is now a senior editor at *CIO*. While at *CW* he conceived and executed the publication's two-year-long Y2K Chronicles, which followed the experiences of six companies as they wrestled with he issues leading up to 2000. He has an M.A. in public administration from Harvard University in Cambridge, Mass., and a B.A. in English from Tufts University in Medford, Mass.

After "moving from Hong Kong to Framingham without getting lost," *Computerworld Hong Kong* Editor **Don Tennant** is now the *Computerworld* (U.S.) assistant news editor. He holds a B.S. in languages from Washington, D.C.'s Georgetown University.

Trade Show Manager **Tiffany Wallace** comes to *The Industry Standard* from IDG Communications where she was director of corporate trade shows and events. She earned a B.A. in communications from Sacramento (Calif.) State University and enjoys movies, tennis and golf.

Returning employees

Jennifer Pesiri has been hired by IDG Conference Management as marketing director. Most recently she was director of field marketing at PowerBar, Inc.. Jennifer previously worked at IDG for seven years, departing in 1997 as director of event marketing for IDG Marketing Services (now IDG Global Solutions). She recently spent a year traveling around the world, taking a safari in Africa and studying Spanish in Spain.



Tennant

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

celebrating 10!

Name
Elizabeth Heichler

Home
Arlington, Mass.

Joined IDG
November 1998 as a staff writer with *Digital News*.

Career path
At *Digital News*: staff writer, senior staff writer, news editor; IDG News Service: U.K. correspondent, senior European correspondent, managing editor, executive editor.

Current title
Executive editor, IDG News Service. Manage day-to-day operations of 24-hour, international technology news service.

Most challenging part of your job
Communicating across time zones and multiple continents with staff up to 12,000 miles away.

Best part of your job
Working with reporters and editors all around the world. This is a genuinely international group full of diverse viewpoints and talents.

What's kept you at IDG for 10 years?
Change. Whenever complacency threatens, a new opportunity seems to arise.

What talent do you wish you had that you don't have?
More talent for speaking foreign languages and playing musical instruments — or more discipline for practicing in both arenas!

Fantasy job
Pastry chef

Your idea of a perfect day alone?
Does "alone" not count the masseur, other people in the movie theater, shoe salesman or waiter at the Hotel Meridien's chocolate buffet?

*IDG Chairman **Pat McGovern** escorts **Elizabeth Heichler** of the IDG News Service to dinner at Boston's Ritz Carlton in honor of her 10 years of service to the company.*

What is the last good deed you did?
Chased someone down the subway platform to give him a glove that he'd dropped.

As a kid, what did you want to be when you grew up?
An archaeologist.

Favorite vacation spot?
Ocracoke Island, North Carolina

What others can't tell just by looking at me
I'm a big fan of beef jerky.

Manager's profile
"Elizabeth has been instrumental in the growth and evolution of the News Service since she joined us as a correspondent in London more than seven years ago. Since returning to the U.S., she's been my right hand in managing our worldwide operations ... in fact, at times she's been my entire right arm and both legs! I can't say enough about her talent, dedication and professionalism."

— Rob Garretson, editor-in-chief, IDG News Service

Weekly Webby

Outside Online
URL: www.outside.com

Sun's a shining, doldrums begone! Remember skies, dirt, water? The hibernation is over, friends, and Outside Online is a great destination to help you jump out of the cave. A two-time Webby Award nominee in Sports, Outside Online is the counterpart to the well-known outdoor recreation magazine. Though the print version is best known for its outstanding coverage of adventure travel destinations, product reviews for gearheads, and gorgeous photography, Outside Online carries much more. Their news section features a wide-range of daily coverage related to the outdoors, from ship sinkings to surfing competitions to space news. Their fitness section, called "Bodywork," brings together features, expert advice and complete regimens to swing you through a summer beyond the gym. Although many of the pieces are notably focused on the U.S. reader, their calendar of events unearths an impressive number of international competitions. Anyone for a triathlon in São Paulo? Ironically, the site's only weakness is its navigation. Inconsistent links occasionally bog down the hunt for information. Fair enough, I suppose;better that they concentrate on helping us find our way around offline than on

- **Dave Skaff**, editorial producer

The sites appearing in this space are Nominees for The Webby Awards 2000. They have been nominated by The International Academy of Digital Arts and Sciences and reviewed by Webby staff.

Correction

CIO's Executive Programs staff includes three people who were not pictured in the photo that ran on page 1 of *IDG World Update* on April 3. They are **Christine Cyr**, **Tom Pitkin**, **Leah Silver.**

New e-mail address for *CW Pakistan* publisher

OMAG Enterprises, publishers of *Computerworld Pakistan* may be reached via e-mail at cwp@pakworld.com.

IDG WorldUpdate

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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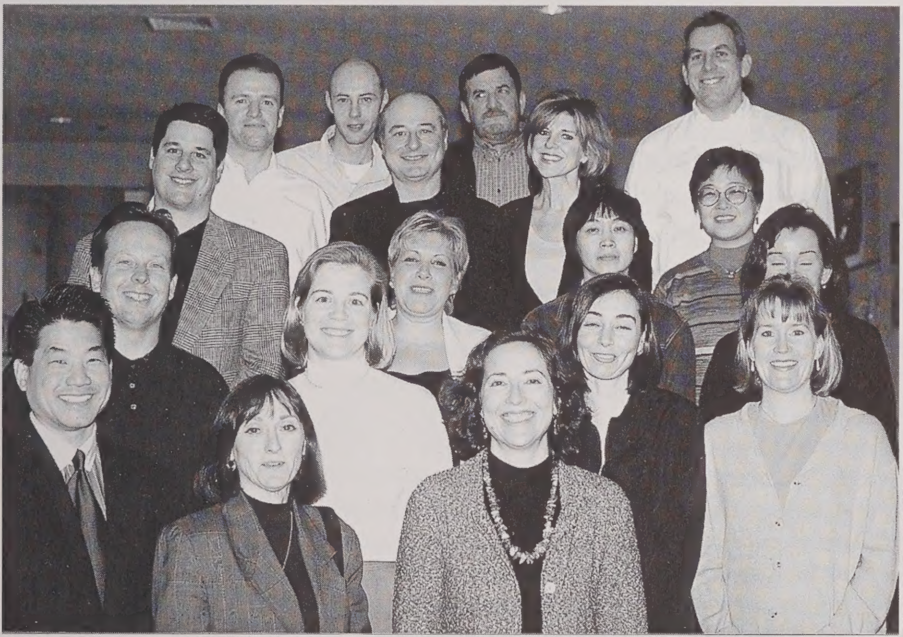
Publishing Institute evolving to reflect changing business environment

The small meeting room at Babson College's Center for Executive Education in Wellesley, Mass., was awash in glowing adjectives last month as participants at the 12th annual Publishing Institute (PI) were asked to share one word that summed up their thoughts about the week they had just lived through.


IDG WORLD UPDATE

Graduates of PI 2000 include (not in order): ***Fawn Annan,*** *IDG Canada;* ***Joe Benway,*** *InfoWorld,* ***Bob Maund,*** *InfoWorld;* ***Margo Dunn,*** *FCW Government Technology Group;* ***Mary Martin,*** *FCW;* ***Elizabeth Heichler,*** *IDG International Publishing Services;* ***Steven Thompson,*** *The Industry Standard;* ***Diane Ryczek-Rae,*** *PC World;* ***Peter Mylchreest,*** *IDG Global Solutions;* ***Jim Forbes,*** *IDG Executive Forums.;* ***Cynthia Ramsey,*** *Macworld;* ***Mark Hobson,*** *Computerworld Australia;* ***John Kaiser,*** *Publish;* ***Janis Crowley,*** *ITcareers;* ***Tom Davis,*** *Network World;* ***Hillary Freeley,*** *Network World;* ***Bing Zheng,*** *IDG China;* ***Guo Linxia,*** *Computerworld China;* ***Craig Lee,*** *IDG Games Media Group;* ***Karen Budreau,*** *IDG.*

"Best. Educational. Inspiring. Fantastic. Invaluable. Invigorating. Worthwhile. Collegial. Informative." And — there's one in every crowd – "really smart people!"

The 20 newly minted PI graduates, representing 16 IDG business units from four countries including the U.S., China, Australia and Canada, joined a growing roster – now numbering close to 300 — of senior executives from IDG business units throughout the world who have emerged from this intensive week with an enhanced understanding of strategic and global issues facing IDG's business units worldwide.

IDG's Publishing Institute was originally designed to expose participants to four main areas:

- **Strategy and leadership**: increasing awareness of the strategic issues and leadership challenges involved in managing a publishing process.

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IDG Sweden spins out new Web sites

IDG Sweden has recently launched four new Web sites serving the global recruitment, online investing, e-commerce and community sectors.

JobUniverse.se, Itaktier.se, booksonline.idg.se and Plus.idg.se join the company's 24 existing sites, featuring a broad spectrum of news, commentary and product reviews written for Swedish IT professionals. In a country often referred to as the European capital of the Internet, IDG Sweden's gateway site — www.idg.se — hosts close to 2,800,000 visits each month and 400,000 unique visitors.

"The new Web sites concentrate on four key areas in the Swedish technology market: global recruitment, online investing and stock trading, e-commerce and a community for our most frequent Internet users," says **Bengt Marnfeldt**, managing director of IDG Sweden. "As the largest IT publisher [in the country] with over 20 publications, 28 Web sites, direct marketing solutions such as list rentals and telemarketing, and events, IDG Sweden continues to develop new services and products, addressing an increased demand for information focused on the accelerating e-economy in Sweden."

The company's latest Web offerings include the following:

JobUniverse.se, the Swedish affiliate of IDG's global Job Universe network – the industry's most comprehensive online recruitment site for IT professionals. *JobUniverse.se* features job postings, customized e-mail job alerts, an archive of career resources, an easy-to-use resume handling service, the opportunity for client companies to publish their own micro sites within JobUniverse.se, and a

continued on page 5

travel update

U.S. mileage reimbursement increased

Effective March 1, IDG's mileage reimbursement in the U.S. increased to 32 cents. Mileage reimbursements are in effect only when driving personal vehicles for business-related travel and do not apply to rental vehicles.

Tips for using your AT&T calling card

When using your AT&T calling card to make multiple calls, press the pound key in between calls. By doing so, you access AT&T's network only once, expediting service. If you misdial your 14-digit card number, press the star key and re-enter your number. The same applies for misdialed phone numbers — just press the star key and re-enter the phone number.

Pay phone restrictions hamper use of IDG emergency travel number

Many telephone companies throughout the U.S. have restricted the ability to dial toll-free numbers from pay phones due to the low financial return on these calls, which is preventing employees' from accessing IDG Travel's Emergency Travel Service (ETS). Callers are receiving a recorded message similar to "This telephone is unable to call the requested number." Should you receive this message when attempting to contact ETS, please call 313-271-7887 collect.

This number is being printed on all ticket itineraries issued in both the Framingham and San Francisco IDG Travel offices effective immidiately as a backup resource. ETS is IDG's after-hours emergency travel service.

Use of corporate American Express cards encouraged

Employees are encouraged to use the corporate American Express card for all business and travel-related expenses. To obtain a corporate American Express Card, request an application from **Terri Walsh** at 508-820-8628 or terri_walsh@idg.com.

Continental offers IDG travelers discounted fares

Effective March 29, IDG has entered into a discounted fare agreement with Continental offering multi-tiered discounts to key U.S. and European markets. In support of this new partnership, Continental is offering a special program entitled "The OnePass Elite Match Program" that allows all IDG employees to upgrade to Continental's Elite status if they are currently enjoy elite status on any other carrier. To take advantage of this offer, forward a copy of your most current elite mileage summary from the other carrier to Terri Walsh at IDG Travel. Be sure to highlight your elite level. Continental will match that level on their program. For example, if you are the highest elite level on United, Continental will grant you Platinum status; if you are on the first level of United, then Continental will grant you Silver Elite status. Please note, Continental will not match accrued mileage.

Other promotional amenities are available. For more information, contact the IDG Travel office.

Did you know?

Demeure Hotels has joined Sofitel to create a new corporate signature: Sofitel Demeure Hotels. Demeure Hotels include: The Astor, The Baltimore, The Castille, The Marignan-Elysees, Le Parc in Paris, The 47 Park Street in London, The Grand in Amsterdam and The Hotel d'Angleterre in Geneva.

Reimbursements for lost luggage have doubled in the U.S. Effective Jan.18, all U.S. airlines are required to pay up to $2,500 for lost baggage on domestic flights — up from a previous maximum of $1,250.

The new mega-international terminal at San Francisco airport is set to open Sept. 26. In August, a few charter flights will begin to use the the 2.5 million sq.-ft. building. With its 24 gates along two concourses, this will be the largest airport terminal in the U.S. Further development plans include a BART (Bay Area Rapid Transit) station linking the airport to downtown San Francisco and Oakland expected to open in December 2001. Two new parking garages with a total of 3,400 spaces will open later this year.

TWA and America West have announced a frequent flyer partnership that enables TWA Aviators and America West FlightFund members to earn one mile for every mile flown on the other carrier, with a minimum mileage credit of 500 miles. FlightFund, America West's worldwide frequent flyer program, offers rewards beginning at 20,000 miles, with new members receiving an additional 2,500 miles on their first flight. TWA Aviator awards begin at 15,000 miles and new members receive an additional 3,000 miles for their first flight. For membership information and enrollment, call:

America West (800-247-5691)
TWA (800-221-2000).

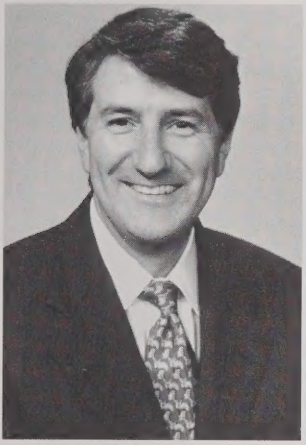
Most U.S. airlines have imposed a $10 one-way ($20 round-trip) fuel surcharge on domestic flights as of Feb. 1 as a direct result of increased crude oil costs.

*This column is contributed by **Lyndsey Pomella,** director, IDG Travel Services. She may be reached at 508-820-8688 or lyndsey_pomella@idg.com.*

executive Q and A

Kelly Conlin

The president and CEO of IDG is this week's columnist.



"Managers who are most successful at retaining employees employ a range of effective initiatives: improving training programs, making career paths more explicit, providing supplemental benefit programs, providing more chances for recreation with their teams, communicating more effectively about the business unit's direction, preemptively addressing concerns of those most vulnerable to other offers, increasing frequency of performance feedback, providing recognition and incentive programs, etc."

Q How do IDG's financials look so far in FY00?

A IDG continues to have a very strong year on many levels. Most importantly, revenue is up 21% through February, a sharp improvement from last year's gains of about 10%, and meeting IDG's goal of growing at twice the rate of the IT market. Revenue gains are particularly important because they indicate the relevance of IDG's products to our customers and our ability to create new products that meet customer needs. Operating profits are also up sharply, with profits through February up 309% from the prior year. And that improvement comes despite significant investments in new products and activities, particularly in the online area.

Investment gains are also up this year. The cash not required to fund IDG operating activities is invested in the public equity markets through professional money managers and in the venture capital market by IDG Ventures and PTV China. The first half of FY00 has seen the return on these investments grow dramatically, with IDG's total pre-tax income increasing more than 10 times over the previous year.

Q What is IDG doing to recruit good people and keep its best employees?

A There are few other subjects that command more attention from IDG's managers — and, really, all managers today. In a business driven by the quality of the information our employees produce and the quality of our customer service our employees provide, our success as a company depends on being a place great people want to work. And the last few years have been extraordinarily challenging in this area — not just for IDG, but for every company. We should recognize that there is no safe harbor immune to the churn in the workforce — many dot-com companies have turnover rates that exceed 50%.

So what do we do? First, our managers are adjusting to this new environment. Just like any market change, you adapt what you do to reflect the new circumstances. Unfortunately, there is no one silver bullet that would obviate the challenge. Instead, managers who are most successful at retaining employees employ a range of effective initiatives: improving training programs, making career paths more explicit, providing supplemental benefit programs, providing more chances for recreation with their teams, communicating more effectively about the business unit's direction, preemptively addressing concerns of those most vulnerable to other offers, increasing frequency of performance feedback, providing recognition and incentive programs, etc.

It's worth noting that there are business units at IDG where employee turnover has remained steady or even decreased in the last two years — and this includes publishing business units that have been seen as most affected by these changes. What characterizes these business units is the importance they have placed on this subject, the attention they have paid to articulating their vision and the camaraderie they have developed throughout the business unit.

Of course, there is also money. Much of the churn of the last few years has been caused by an environment fueled by stock options and the "can't lose" perception of such compensation. That may be changing; I write this on a day when *The Wall Street Journal* headline says, "Running Out of Options in Dot Com Land" with a subhead: "Stock Drops Impede Start Ups, Drain Operating Funds, Deter Job Candidates." Even in the area of compensation, there is no one silver bullet. Or at least the silver bullet of options is not as shiny — or as assured — as it was even a few months ago. At IDG, our managers are being creative here, too, doing what we can and we must to remain competitive. And there are many elements to this. For example, we added a 401k match this year for our U.S. employees. Participants in the ESOP now begin vesting in their first year of employment. Creative incentive programs have been developed, such as the bonus program for employees at publishing companies contributing to units that may go public in the future. And since the gains from IDG's equity and venture investing returns flow into earnings on which IDG's valuation for the ESOP is based, participants in the ESOP participate in the economic upside of dot-com investing while staying at IDG.

Of course, money is only part of the equation. The best thing we can do to keep employee retention high is to be a great place to work. And the factors controlling that are in the hands of each manager at IDG. This responsibility must be shared, and it must move higher on every manager's agenda. A recent column in *The Wall Street Journal* noted: "People don't work for companies as much as they work for other people...they want to be fairly paid, they also crave recognition, the opportunity to develop their skills, and the chance to do work they find meaningful." Our managers have ample opportunity to do just that. We are fortunate that our products collectively are the most influential and pervasive source of information about the most important industry in the world today. That's something our employees can and should take pride in. As long as we do, and have fun and are fairly paid, we can keep IDG as strong in the future as it is today.

Publishing Institute

continued from page 1

- **IDG culture, values and norms**: familiarizing participants with the nature and importance of IDG's unique culture, value and norms.
- **Networking**: providing access to a substantial network of IDG management-level colleagues.
- **Individual potential**: preparing participants to accept an increased level of responsibility within their business units.

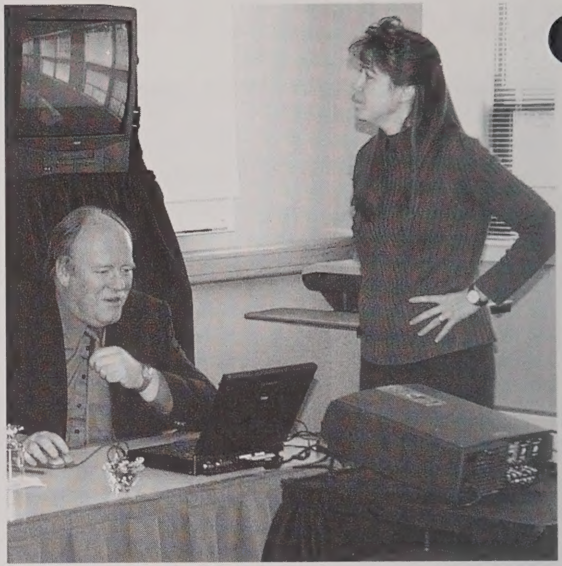
And while these four objectives continue to form the foundation of the PI, the program has evolved to embrace not just the strategic and leadership challenges involved in managing a publishing operation but also the current business of IDG, "which is to command people's time with information they can trust, whether that be through print, online, events, research or other products, services and information vehicles," according to IDG President and CEO **Kelly Conlin**.

"All of our institutes [Publishing Institute, U.S. Publishing Institute, European Publishing Institute and China Publishing Institute] have evolved in the same manner," noted IDG Training and Development Manager **Julie Lynch**. "Our presenters and participants are selected from within IDG, and the content naturally reflects the current business environment of our business units.

"Of course, the most significant and easily observable change in our businesses over the history of PI has been the past few years' movement to non-print products and services. This more fundamental change in our primary business has prompted us to consider renaming our institutes to better reflect the breadth of IDG's impact in the market beyond print publishing," Lynch said.

Suggestions for a new name were solicited from participants at last month's PI, whose suggestions included IDG Media Institution, Media Leadership Institute, IDG Leadership Laboratory and Strategic IDG Media Institute.

Among the many IDG executives serving as presenters during the week were: **John Gallant**, executive VP/editorial director, Network World; **Evilee Thibeault**, president and publisher, Network World; **Paul Molenaar**, managing director, IDG Netherlands; **Bill Reinstein**, president and CEO, ITworld.com; **Don Kennedy**, managing director, IDG Australia; **Frank Cuttita**, managing director, IDG Global Solutions/International; **David Hill**, president and CEO, IDG International Publishing Services; **Steve Moylan**, president and CEO, InfoWorld; **Ron Milton**, VP/general manager Enterprise Business Solutions, Computerworld; **Gary Beach**, publisher, CIO; **Cathy O'Leary Hayes**, executive VP/marketing and **Walter Manninen**, executive VP/operations, CIO. Also addressing the attendees were **Ted Bloom**, corporate controller; **Jim Ghirardi**, VP/finance; and Kelly Conlin. Computerworld Senior VP/Finance and Operations **Matt Smith** was on hand to critique the final case study presentations.



*IDG Australia Managing Director **Don Kennedy** goes over his presentation with IDG Training and Development Manager **Julie Lynch.** Kennedy's talk focused on "Analyzing and Reviving Broken Products" and the various approaches managers can consider in attempting to breathe new life into their publications.*

IDG WORLD UPDATE

"We had a wonderful group of very smart IDG people from all over the world representing brands both familiar and very new," noted O'Leary Hayes, who along with colleague Walter Manninen, discussed the importance of diversifying a company's product portfolio in their presentation, Ancillary Products and Beyond. "The participants asked excellent questions, and this was a very rewarding experience for both Walter and myself."

O'Leary Hayes said she was also able to spend time with participant **Mark Hobson**, associate publisher/Enterprise Group from IDG Australia, brainstorming positioning and marketing strategy for two upcoming launches in Australia. "This was a very exciting exercise, and we plan to keep in touch via e-mail to trade notes and strategies," she said. "To me, this is a great example of the power of PI – bringing people together to share ideas and experiences and to then leverage that experience in new markets or new product launches."

Publishing Institute participants must be nominated by their business unit presidents. More information is available from Julie Lynch, julie_lynch@idg.com or **Christina Dunn**, IDG training and development specialist, christina_dunn@idg.com. WU

Scavenger hunt puts PI attendees' resourcefulness to the test

*IDG Games Media Group's **Craig Lee**, IDG Australia's **Mark Hobson** and Mac Publishing's **Cynthia Ramsey** collect 75 points for their depiction of "dancing on a stage."*

Lest anyone fear Publishing Institute is all work and no play, rest assured fun and games are built right in. Well, OK, it's a team-building exercise designed to help foster creative thinking and strengthen relationships between participants, but don't tell them that – they had a great time!

Participants were assigned to one of four groups – the Pats, the Kellys, the Joes (Levy) and the Bobs (Metcalfe). Each group gets a Polaroid camera, some film, a pen, a list of some 50 items (each assigned a point value) ranging from "in the back of a police car" to "on the 13th floor of a hotel," and use of a limousine. The group that takes photos of the most items with the highest combined point value within a specified period of time is the winner.

Although there was a heated debate over who won the contest (four feet placed on a toy firetruck does not qualify as being "on a firetruck"!) everyone had fun at dinner that evening recounting their experiences bribing Boston police, doormen and hospital staff for prize pictures worth the big points.

IDG

Monday, April 17, 2000

Account Executive (CIO) CIO Magazine is looking for an Account Executive to join the CIO sales team in the San Francisco office. In this position, you will be responsible for providing inside sales support to the existing team, effectively organize sales presentations/RFP's, conduct research, chase insertion orders and add value to existing business. You will also be responsible for prospecting with the ability to close business over the telephone. This position requires excellent verbal and written communication strengths; organizational and strong computer skills a must; minimum of 2 years inside sales experience. *Location: San Francisco CA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Regional Sales Manager (CIO) An exciting opportunity for an experienced Regional Sales Manager to cover Northern California and Oregon. In this position you will be responsible for prospecting new accounts while maintaining and expanding client relationships with current customers. Ideal candidates for this position will possess a minimum of 3 years experience in high-tech ad sales and be familiar with technology accounts and their agencies. Candidates must also possess excellent communication and presentation skills as well as an understanding of the elements which create opportunity in the advertising community. Candidates must have a proven track record of customer oriented success with an excellent reputation among advertising decision-makers. *Location: San Francisco CA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Office Administrator (CIO) Seeking an Office Administrator to provide administrative support to our Sales team. Responsibilities will include assisting with general office duties; mail distribution; answering phones; filing; faxing; database maintenance; media kit assembly; and additional projects. Ideal candidate will have strong attention to detail, excellent communication skills, ability to multitask in a fast paced environment, and effective PC abilities (MS Word, Excel, PowerPoint). College degree preferred. *Location: San Francisco CA*
Contact: A. Pierce, Fax: 415-398-4649, Email: apierce@cio.com

Copy Editor (CIO) Seeking an experienced copy editor to edit for style, clarity and correctness, and to proofread materials at various stages of production. Position will work closely with the managing editor and design department to coordinate copy traffic. The opportunity to write short items also exists. Requirements: Ideal candidate will possess 2+ years of copy-editing experience, preferably at a magazine. Attention to detail, prioritization skills and ability to handle multiple tasks a must. Familiarity with business and technology issues is a plus, as are experience with Macintosh, Word, Quark, Lotus Notes, e-mail and on-line technologies. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

IS Support Specialist (CIO) CIO is seeking a highly motivated and enthusiastic IS Support Specialist to join its IS department. In this position you will assist with the deployment and administration of enterprise wide technologies and services. You will identify and work to resolve application and systems problems. Ideal candidates will possess1-3 years PC and Mac support. Experience supporting Windows '95' and '98', Apple OS, MS Office, Lotus Notes and remote communication technologies. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

On-line Communities Editor (CW) On-line editor will help to build, monitor and coordinate content for on-line community's pages on the computerworld.com site. Position will monitor and provide a variety of content material aimed at specific communities of users -- initially those involved with security, Windows 2000 and E-Commerce -- while also searching out alliances, partnerships and content-sharing with relevant groups, publications and suppliers. Requirements: Editorial and/or marketing background, with knowledge and understanding of the computer industry and IT professional community. Demonstrated writing and editing skills are necessary. The On-line Communities Editor will be responsible for setting the tone, creating a voice and populating the pages with relevant copy and forums, including material from Computerworld print and on-line sources, as well as from external sources such as other publications, reports, research, conference information, white papers, etc. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Director of IT (CW) The Director of IT will be responsible for overall management of the company network/server infrastructure and operations. Help Desk manager and data center manager will report to the Director of IT who will in turn report directly to the CIO. This position will also have responsibility for managing outside consultants contracted for implementing and deploying data center/network technology. Requirements include 5 - 10+ yrs. experience in IT administration and management to support 150+ end users in a PC/Mac environment. Must be highly skilled in Windows NT network architecture. Requires knowledge of Intel PC architecture. Knowledge of Apple PowerPC architecture/OS a plus. Experience in network protocols, security, firewall, and VPN technologies. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Senior Marketing Manager, US Conference Group (IDC) IDC's fast-growing conference group is looking for a key player to market our events to attendees. Individual will be fully responsible for creating and executing marketing plans(to include email, web, direct mail, telemarketing, media partnerships and other creative ideas) for conferences Specific responsibilities will include: hiring and managing outsource providers; developing and managing marketing budget; tracking metrics; writing copy; working with analysts and group marketing managers to create and exploit cross-promotional opportunities; provide on-site support a for conferences; execute internal marketing campaigns to ensure IDCers are educated about IDC Conferences. Strong writing, business relationship and organizational skills required, as well as a BA/BS. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Sr. HR Representative (IDC) This position will be responsible for human resource generalist duties which include recruitment, employee relations, organizational development, benefit presentation and counseling, presentation of orientations, assimilation of new hires, answering of compensation and payroll issues questions. In this position, you will support a client group of about 130 employees as well as have a primary specialty of education and training. This position will reside in the HR team as well as the IDC Education Team and will get involved in presenting and project management of various custom education projects. Must have previous HR experience as well as previous stand up training. This position will help to manage (dotted line) in the Education team.
Location: Framingham MA Contact: D. Bernardi, Fax: 508-935-4432, Phone: 508-935-4361, Email: idc_jobs@idc.com

VP Application Development (IDC) Director of Application Development will be responsible for developing a the methodologies and technical standards within the various development groups at IDC. With direct responsibility for Interactive Products, Web, and CRM development groups, the successful candidate will be able to manage multiple projects in a fast paced environment. The Director will work closely with the business units to ensure best practices and technologies are used throughout the organization. Excellent communication and team building skills will be the keys to success in this critical role. The successful candidate will 10+ years experience in application development management. Specific experience with web development, CRM, RDBMS, off-shore or outsourced development, and managing multip development groups is required. MBA or equivalent preferred. *Location: Framingham MA*
Contact: J. Snow, Fax: 508-935-4600, Phone: 508-935-4631, Email: jobs@idc.com

Graphics Production Specialist (IDC) Specific duties of this position will include working with production staff, research consultants, and internal clients to produce White Papers, reports, presentations, and high visibility marketing collateral. Desktop publishing, proofreading, and prepress skills are a must. Candidate must exhibit the ability to manage/coordinate multiple projects in a fast-paced, deadline-oriented environment while maintaining a high attention to detail. Must have 3-5 years' experience in desktop publishing and minimum of 1 year of trafficking experience. The successful candidate must demonstrate proficiency with QuarkXPress, Illustrator, Photoshop, Powerpoint, Word, Excel, Deltagraph, and HTML. Lotus Notes experience and a bachelor's degree preferred. *Location: Framingham MA*
Contact: A_Schneider, Fax: 508-935-4432, Phone: 508-935-4419, Email: idc_jobs@idc.com

Sr. Designer (IDC) Specific duties of this position will include working with production staff, research consultants, and internal clients to design and produce a variety of print, Web, and electronic deliverables including high-visibility marketing collateral, Web banners, reports, and presentations. Desktop publishing, proofreading, prepress, and print-buying skills are a must. Candidate must exhibit creativity, leadership, and the ability to manage/coordinate/supervise multiple projects in a fast-paced, deadline-oriented environment while maintaining a high attention to detail. Must have 5-7 years' experience in desktop publishing and Web design and a minimum of 1 year of project supervision. The successful candidate must demonstrate proficiency with QuarkXPress, Illustrator, Photoshop, Flash, Powerpoint, Word, Excel, Deltagraph, and HTML. Lotus Notes experience and a bachelor's degree preferred. *Location: Framingham MA*
Contact: A_Schneider, Fax: 508-935-4432, Phone: 508-935-4419, Email: idc_jobs@idc.com

Research Director, Networking Communications (IDC) Several exciting analyst openings for entrepreneurial and inquisitive candidates to analyze equipment opportunities for next generation networks. Technology coverage opportunities includes optical networks, ATM, wireless infrastructure, and voice over IP. These are high-profile positions that allow for frequent contact with the press, Wall Street firms, and senior industry executives and provide opportunities to impart thought leadership to the industry while building a business. Responsibilities include: Developing a vision for the industry, Publishing written research reports and bulletins, Providing strategic advisory services to leading industry clients, Leading a business development plan, Speaking at industry events & conferences, Collaborating with international colleagues to produce global insights, Qualified individuals will have very strong writing, analytical and presentation skills as well as the ability to demonstrate initiative. Excellent client relationship and business development skills are essential. BS/BA required. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Account Executive (IDC) Outside sales position that requires a 3 to 6 years outside sales (quota carrying experience) and 5 to 7 years related technology experience. Strong familiarity with computer industry a must. Position is part of a focused Software sales team effort and will require basic sales skills of prospecting, qualifying, demonstrating, handling objections, and closing sales. Position will be handling over $1,000,000 of installed base clients. Individual will be responsible for representing entire IDC product line. Position will report to AVP, Software Sales. Very strong and assertive phone skills a must, as well as a strong, good team player and attitude. Strong computer skills a plus. Besides annual sales meetings, very minimal overnight travel (less than 20%) associated with this job. Position available to start as of July 1, 2000. *Location: Framingham MA*
Contact: D. Bernardi, Fax: 508-935-4432, Phone: 508-935-4361, Email: idc_jobs@idc.com

Account Executive, Latin America Sales (IDC) Position responsible for assisting the L. A. Sales Director with acquiring new accounts and growing current accounts.. At least 3-5 years of previous sales experience is required. Spanish or Portuguese fluency is a must. Knowledge of Microsoft Windows, Excel, PowerPoint and Lotus Notes is preferred. Experience working in the IT, Telecom or Financial Industries is a plus. College degree is preferred. *Location: Miami FL*
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Events Coordinator (IDC) Position will coordinate all planning and logistics related to sales events, including budgeting, agenda coordination, pre-event planning, negotiating with vendors, attendee management, on-site coordination and post-event analysis and reporting. Events include: Worldwide Annual Sales Meeting, Quarterly US sales meetings, east and west, ongoing sales training, including introductory, advanced, and management training sessions, quarterly new sales employee training programs, annual product training web conferences, half-yearly global selling training sessions and workshops, technical training sessions for CRM, weekly product teleconferences, periodic customer receptions related to events such as Directions. There will also be ad hoc events, including sales management planning sessions, CSR training, and customer events. Qualifications: position requires strong organization/communication skills, attention to detail, ability to manage several tasks at once, good at prioritization, and ability to function well under pressure. *Location: NJ & MA*
Contact: D. Bernardi, Fax: 508-935-4432, Phone: 508-935-4361, Email: idc_jobs@idc.com

Sr. Inside Sales Representative (IDC) Entry level sales position that requires a 1 to 5 years sales and/or telemarketing experience or 5 to 10 years related technology experience. Strong familiarity with computer industry a must. Position is part of a focused sales team effort and will require 6+ hours/day on the phone with client and prospects. Position reports to AVP, Services Sales. Position will be handling current client base in be responsible to renew and grow these accounts. Very Strong and assertive phone skills a must, as well as a good team player and attitude. Strong computer skills a plus. Besides annual sales meetings, no overnight travel associated with this job. Position open as of May 1, 2000. *Location: Mountain View CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Emil: idc_jobs@idc.com

Editorial Assistant (IDG/B) Position will provide administrative support to the Managing Director, as well as assist the editors with map work and fact checking. Successful candidate is detail-oriented, organized, and pro-active. Candidates should have at least one year of office experience, passion for travel, and excellent communication and MS Office skills. Degree preferred. *Location: New York NY*
Contact: J. Meyers, Fax: 212-654-4731, Phone: 212-654-8504, Email: nyjobs@idgbooks.com

Mailroom Assistant (IDG/B) Assistant will provide support in the areas of mailroom operations, shipping and receiving. You will be responsible for logging received mail and packages into receiving system, distribution of mail and packages, process outgoing packages in the most economical and effective method. You will also be interacting with the entire staff, answering shipping-related questions and making recommendations for cost saving shipping alternatives and serve as the back up for the reception area and Purchasing. You must have a working knowledge of IBM computers, including MS Excel and Word applications. High school diploma. *Location: Foster City CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Mailroom Supervisor (IDG/B) Supervisor will provide support in the areas of mailroom operations/shipping/receiving. Will be responsible for distributing incoming packages and processing outgoing packages using the most efficient and economical methods possible; will be interacting with the entire staff, answering shipping-related questions and making recommendations for cost saving shipping alternatives; and will be working with/managing the Mailroom Assistant. Must have a working knowledge of IBM computers, including MS Excel and Word applications. High school diploma and 2+ years as supervisor of mailroom operations are required. *Location: Foster City CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Office Services Assistant (IDG/B) Responsible for maintaining copiers, faxes, and audio visual equipment as well as maintaining appropriate levels of kitchen and paper supplies and provide assistance and back up for mailroom, receptionist a and purchasing. Must be detail oriented, well organized, an independent worker with a minimum of 2 years' experience in an office support position; exposure to computerized tracking systems a definite plus. Must be able to lift 50 lbs. and pull 365 pounds on a utility cart on a routine basis. Working knowledge of IBM computer systems, specifically MS Word and Excel. High school diploma required *Location: Foster City CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Payroll Coordinator (IDG/B) Responsibilities include data entry, research for discrepancies, paycheck distribution, process employee verification requests, timesheet compilation, overtime tracking, maintain payroll records, serve as backup to payroll manager, and other administrative payroll duties. Requires 2+ years computerized payroll experience (Ceridian experience a plus), excellent communication skills, experience with multiple state payroll, and knowledge of general accounting. Computer proficiency(Excel/Word preferred, Lawson a plus), excellent communication skills, strong project management, and the ability to work in a fast paced team environment. *Location: Foster City CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

South West Regional Sales Manager (IDG/GMG) Responsibilities include selling of GamePro magazine print properties, developing relationships with existing and prospective clients in the electronic entertainment and non-endemic, consumer categories. Must be talented sales professional with 3-5 years proven experience in an ad agency, sales, publishing or media environment. Qualified candidates must be highly organized and able to manage multiple tasks simultaneously and work well under deadlines. Must have working knowledge of basic computer software. Also, video or PC game interest or knowledge is a plus. *Location: San Francisco CA*
Contact: C. Lee, Fax: 415-975-2609, Email: clee@gamepro.com

Financial Manager (IDG/WEC) This individual will be responsible for managing and reviewing the monthly P&L close, consolidating monthly financial forecasts and statistics, developing and maintaining financial infrastructure for 11 high tech tradeshows. Successful candidate will have a BS/BA in finance or accounting, prior supervisory experience and a minimum of 3 - 5 years experience. Extensive spreadsheet experience a must. Knowledge of Filemaker Pro and Lotus Notes a plus. Some travel required. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: , Email: tgjobs@idg.com

Network Specialist (IFW) Focus of position will be in the Lotus Notes/Windows 3.1/95 desktop environment linked to Novell, NT 4.0, Notes, and UNIX servers in a multi-protocol ethernet environment. Duties: Manage Novell Netware 4.x servers, NT 4.0 Servers, Lotus Notes Domino servers, electronic mail system and gateways, support/problem resolution, network/server documentation; independently manage project to completion; test and document solutions developed & participate in company standards development. 3-5 years experience managing Netware 4.x, NT 4.0 and Lotus Notes Domino servers. Excellent communication skills are a requirement. *Location: San Mateo CA*
Contact: J. Morais, Fax: 650-525-3464, Phone: 650-312-0590, Email: jeannie_morais@infoworld.com

Human Resources Coordinator (IFW) HR Coordinator to provide general administrative support in the areas of recruitment, payroll, administration, new hire orientation, budget monitoring, records management, etc. Ability to work autonomously and be resourceful is important. Computer skills, attention to detail, organizational skills, the ability to multi-task and handle confidential information professionally is a must. Ideal candidate will have some exposure/experience to HR processes but will consider trainee with great attitude and impeccable customer service skills. *Location: San Mateo CA*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

Copy Editor (Mac Pub) Copy Editor will copyedit articles for spelling, grammar, house style, tone, logic, formatting, and consistency; enter corrections; proofread final proofs; help coordinate display copy and art elements; and work with editorial and art departments to ensure consistently excellent magazine content. Proficiency with QuarkXPress and Microsoft Word is required. Candidates must be familiar with Chicago Manual of Style and must have 1+ year of copyediting experience. Qualified applicants will be highly organized and minutely detail oriented, and be able to work as part of a team. Familiarity with technology and Mac products are also desirable. *Location: San Francisco* CA
Contact: C. Purdy, Phone: 415-243-3596, Email: charles_purdy@macworld.com

District Sales Manager (NWW) Seeking a highly motivated and seasoned sales professional to join our dynamic Southern California sales team. Based in Irvine, individual will manage a $1+ million territory developing new accounts and growing existing accounts by selling multiple Network World products to clients and ad agencies. Ideal candidate must be a highly effective communicator and negotiator and have a proven track record in sales. Knowledge of technology and telecommunications a plus. *Location: Irvine CA*
Contact: M. Brunaccini, Fax: 508-490-6454, Phone: 508-490-6474, Email: hotjobs@nww.com

Market Research Coordinator (Mac Pub) Position will coordinate and assist with all aspects of primary/secondary quantitative and qualitative research projects including: study & questionnaire design, daily trend and industry news watch and reporting, working with brand management to determine issues writing research proposals, and data collection/ processing/analysis. This position will also work with research vendors, consultants, focus group moderators, etc. BA/BS required; research experience is also necessary. Good communication skills and knowledge of MS Office a must. *Location: San Francisco CA*
Contact: S. Wu, Fax: 415-267-1742, Phone: 415-978-3272, Email: su-tsen_wu@idg.com

Director of HR (IFW) Director to provide strategic support in all aspects of the HR function: recruitment, employee relations, organizational design/dynamics, salary planning/compensation analysis, retention and problem solving. The candidate will deliver client-centered services and propose and implement creative and cost-effective solutions that contribute to the achievement of business goals. Will manage a small HR team who are responsible for the day-to-day tactical focus of HR. Requires 8+ years' HR generalist experience. Outstanding customer service, presentation, listening, written, and verbal skills required. Strong management skills, budgeting experience, and a willingness to work in a high volume, fast paced, ever changing environment a must. *Location: San Mateo CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

Metrics Staff Writer (IS) Staff Writer will write news stories and in-depth analysis on Internet Economy research, specifically covering the e-commerce or on-line marketing beat, for the Metrics section of the Industry Standard magazine and TheStandard.com. The ideal candidate will have an educational background in journalism or business and 2-3 years experience covering e-commerce or on-line advertising. Strong news and feature writing skills, facility with statistics, research and data analysis and extensive experience presenting data in graphical formats required. The individual must work well on deadline and independently or with a team. To apply, send a resume/3 related clips to: MaryAnn Thompson, The Industry Standard, 315 Pacific Ave., San Francisco, CA 94111. *Location: San Francisco CA*
Contact: M. Thompson, Fax: 415-733-5403, Phone: 415-733-5478, Email: maryannt@thestandard.com

On-line Program Manager (Mac Pub) Responsibilities to include meeting regularly with the product manager to keep communication flowing, and reporting to Marketing, Sales and other departments as news develops and as needs arise. Work on other marketing projects as needed. Ideal candidate should have a Bachelor1s degree; MBA a plus. On-line marketing experience is necessary - must have strategic and tactical experience in various "best practices" of Internet marketing. Expertise with MS Office required; Quark/Illustrator, and HTML/Web applications a big plus. Budget management experience desired. *Location: San Francisco CA*
Contact: S. Wu, Fax: 415-267-1742, Phone: 415-978-3272, Email: su-tsen_wu@idg.com

Vice President Events (NWW) VP will be responsible for setting the strategic direction for Network World's events business, including the right mix of events, new markets and new uses of the Internet to deliver educational content. VP events will oversee sales, marketing, business development, content and logistics, and will be responsible for setting a management tone. This position reports to the executive vice president of Network World and serves on Network World's executive committee, which provides strategic direction for the corporation. Candidates should have significant experience in the events business, proven management and business development skills, and the ability to promote growth and development in a fast-paced business. *Location: Southborough MA*
Contact: M. Brunaccini, Fax: 508-490-6454, Phone: 508-490-6474, Email: hotjobs@nww.com

Database Architect (NWW) Design, maintain, and support the routine activities related to database planning and development; recommend procedures pertaining to its management, security, maintenance, and use. Will also set and monitor standards. BA/BS in IS or equivalent related field. Web applications software development experience with a relational database model, and the ability to use the concepts consistently. Knowledge of Oracle and MS SQL server on both Unix (Solaris) and NT, and communication protocols use by applications a plus. We are currently designing an n tier system that will utilize OOD methodologies. Knowledge of any of the following technologies would be a plus: Java, asp/vbscript, JSP, XML, EJB, javabeans. Individual must have strong communication skills. Location: Southborough MA
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

Web Software Engineer (NWW) In this position, you will design a new site architecture and develop enhanced software tools for our digital web publishing system. Position requires solid web design skills, innovation, and ability to work with an extended team. We will use a mix of in-house development and integration with third-party tools. Required experience: Unix (Solaris) or NT and two or more of the following: Java, C/C++, ASP/VBScript, JSP. Other skills of preference include: Perl, Oracle 8i, MSSQL 7, Apache, Microsoft IIs 4, EJB, CORBA, DCOM, ADO, JDBC. BA/BA in IS or related field. 2-4 years of in-depth development experience and strong verbal and written communication skills are also required. Experience with high volume sites is desirable. *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

Copy Editor (PCW) The Copy Editor will be responsible for copy editing manuscripts; tracking progress of all assigned articles throughout production cycle; proofreading layouts and page proofs; consulting with authors and editors; and writing miscellaneous copy as needed. Our ideal Copy Editor will be extremely detailed and have enormous respect for deadlines. S/he will also have working knowledge of the Chicago Manual of Style, Quark, Excel, Word and Notes. Diplomacy and organization are required. *Location: San Francisco CA*
Contact: K. Stein, Fax: 415-442-1891, Phone: 415-974-7362, Email: kimberly_stein@pcworld.com

Information Systems Specialist (PCW) Responsible for installing, maintaining and upgrading computer hardware, software and peripheral equipment in use by several IDG business units. Knowledge of Microsoft Windows 95/98/NT/2000, MAC OS 7.x-9.x and Office applications is required; experience with Lotus Notes messaging is preferred. This position involves significant end-user contact, including supporting remote users and providing employee training. College course work and/or technical training in computer science, or equivalent experience required. *Location: San Francisco CA*
Contact: M. Robles, Fax: 603-687-4488, Phone: 415-243-0600, Email: it-jobs@pcworld.com

Boston Sunday Globe

APRIL 9, 2000

The main man for information

By John Yemma
GLOBE STAFF

Imagine you were a nerdy 14-year-old in Philadelphia in the 1950s, a science-fair kid enraptured by a gee-whiz book called "Giant Brains or Machines that Think" that forecast an astounding future for computers.

Imagine hanging onto that rapture through high school and college, not dropping it as an adolescent fantasy, but actually shaping your career around it, knowing there would be a computer revolution back when the transistor was the epitome of high technology.

Imagine being Patrick J. McGovern.

Tall, soft-spoken, worth billions now, McGovern could be the archetypal geek. His career, dating to his first job in a one-room office in Newtonville in 1959, has moved seamlessly from the days of the mainframe behemoths, to the minicomputers of the '70s, to the PCs and Macs of the '80s, to the Web, handhelds, wireless, B-to-B, and whatever the sizzle of the next nanosecond is likely to be.

How did he know way back when that computers were no flash in the pan?

"In the mainframe era, we identified 140,000 people around the world who used computers," McGovern said in an interview at the Boylston Street headquarters of his privately held International Data Group. "We predicted that based on miniaturization and other factors there would be 1 billion users by the year 2000. ... By the end of 1999, there were 950 million users."

Faith in that uncannily accurate forecast enabled McGovern to make his fortune the way the real money was made during the California gold rush: by selling shovels to the miners. McGovern owns some of the world's most influential publications, databases, and trade shows in high tech - from the annual Macworld Expo and a dozen others like it to the high-flying weekly Industry Standard magazine to the hugely popular "For Dummies" book series to a raft of PC and networking journals from Boston to Beijing. In China alone, his tech magazines make him the biggest foreign publisher.

Yet at 62, McGovern can easily blend into a crowd, even in Boston where he has been based for 36 years. He does not enjoy the celebrity status of a Steven Jobs, Bill Gates, or Steve Case. Few would term him insanely great, outrageously outspoken, or a pirate of Silicon Valley. He even eschews the techie tie-less look, favoring straight-ahead business suits, white shirts, and conservative neckwear.

His main interest outside his company is MIT, from which he has a degree in biophysics and where he is a trustee. McGovern and his wife, Lore Harp McGovern, recently made headlines by donating a whopping $350 million to the creation of a McGovern Institute for Brain Research at MIT. He also quietly supports the Handel & Haydn Society, works to promote classical music education in Boston schools, has offered modest backing to Democrats such as former governor Michael S. Dukakis, and chips in for various worthy causes.

But his local profile is low. Howard Foley, president of the Massachusetts High Tech Council, said he hasn't talked with McGovern for 10 years, but chalked that up to the global direction McGovern has taken since he built a facility on Speen Street in Framingham.

"I always felt he was a couple of chapters ahead of us," Foley said.

While McGovern maintains a home in Hollis, N.H., and another in the San Francisco area, he really lives in hotels. He logged 400,000 miles and spent 20 weeks on airplanes last year, he said. Even at IDG headquarters, he can't settle. He works at a standup desk.

GLOBE STAFF PHOTO / BARRY CHIN

Patrick McGovern, head of International Data Group, maintains a low profile locally.

And here's an example of how his companies sell shovels to gold miners: When Microsoft formally launched Windows 2000 on Feb. 17, IDG's events division provided the presentation stage at the San Francisco conference site. The company also launched a publication for people who deal with the operating system, brought out 15 books on Windows 2000, developed a special Web site, and then began gathering data on Windows 2000 usage for sale to industry researchers.

There's revenue in all of those ventures, said Kelly Conlin, IDG's CEO. Despite the close relationship with the Redmond, Wash., giant and other software powerhouses that advertise with or otherwise engage the services of IDG, Conlin said, McGovern has never allowed his publications' editorial independence to be compromised.

This despite the fact that, as far as can be gleaned from everyone - even rivals - the man is a teddy bear. He is known (don't groan) as the company's "chief encouragement officer" and universally referred to as plain old "Pat."

Employees have good reason to be happy. McGovern has enriched hundreds of them through an employee stock ownership program. His far-flung enterprises are all run as virtually independent nations. He advises and counsels but doesn't micromanage.

He spends most of his time as head cheerleader. Some of this verges on the schmaltzy. For instance, he writes "good news notes" on rainbow-decorated paper to his employees. He personally hands out bonuses to the 5,000 US staffers, a feat that takes him from Dec. 1 to Dec. 16 each year. He squires every employee - there are another 7,000 IDG workers outside the United States - to dinner on his or her 10th anniversary with the company.

His $2.6 billion business could be called Pat's Info Shop.

> *Patrick McGovern ' is not a fist-pounding organization man. He is not a temperamental visionary like [Steven] Jobs, he is not a hands-on manager like Jack Welch' of General Electric. ' He is his own character'*
>
> JOHN BATTELLE, *chairman of the Industry Standard*

High-tech visionary still a believer

"At heart, Pat is a familial figure," said John Battelle, chairman of the Industry Standard, the San Francisco-based Internet business magazine that has been one of McGovern's recent Midas-touch creations. "He loves his company. He is not a fist-pounding organization man. He is not a temperamental visionary like Jobs, he is not a hands-on manager like Jack Welch" of General Electric. "He is his own character."

McGovern acts as an in-house venture capitalist and allows each of his 120 units the latitude of an independent company. Where he differs from every other new-age executive is that McGovern has been letting a thousand flowers bloom since the late '60s - long, long before it became popular. Back then, the very model of a corporation was the central-command approach of a Harold Geneen of ITT.

"In 1968, I had only been in business for four years and typically I wanted to stay in charge of everything," he said. "I'd make all the decisions and sign all the checks."

That couldn't last. McGovern came up with a three-point plan: Conduct thorough market research; hire a passionate person to run the new venture; provide assistance, training, funding, and backup but otherwise stand back. Each time one of his units gets to 200-300 people, he splits it off. That size, he says, is optimum for growth and accountability.

"There is only one case every couple of years where we have to change a CEO because of bad business performance," he said.

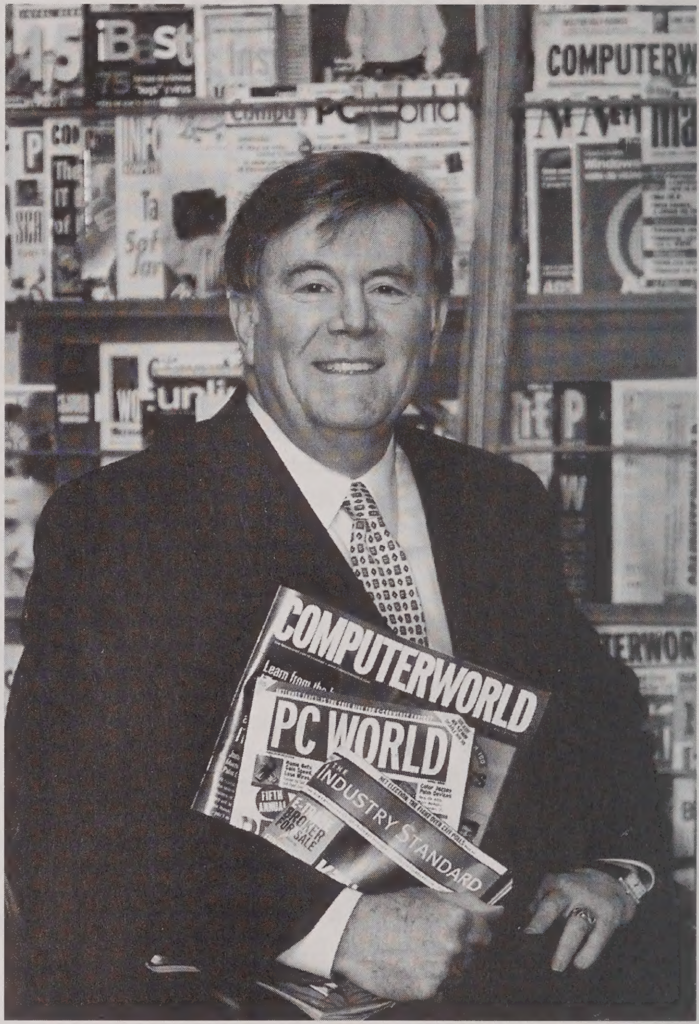
One of his great recent successes has been IDG Books, based in Foster City, Calif. When McGovern appointed John Kilcullen to run the unit in 1990, it was publishing uninspired technical manuals and losing money. Kilcullen said he recalled a friend needing to learn Microsoft's DOS programming language but being frustrated because the manuals were too wonky. What he needed, he complained, was "DOS for dummies." A light bulb went on. Kilcullen brought the "For Dummies" idea to McGovern. There are now more than 400 titles, as far afield as "Sex for Dummies," and 75 million copies in print. IDG Books Worldwide had revenues of $180 million last year and has acquired CliffsNotes, Frommer's guides, and the publishing rights to the Betty Crocker and Weight Watchers brands.

"I really believe that in the future the new brands for education won't be Harvard, Columbia, or Yale," Kilcullen says. "They'll be `Cliff's College' or `Dummies College.'"

For years, IDG's chief rival was Ziff Communications, which had PC Week, a direct rival to McGovern's ComputerWorld. Both were privately owned companies. Ziff's approach was to concentrate on the domestic market; IDG went global.

"In the '80s it was very much like Coke and Pepsi" between IDG and Ziff, said Michael Kolowich, former president of ZDNet, an offspring of Ziff-Davis. "I'm not sure I really saw the global synergy" that McGovern pursued. And McGovern's approach prevailed. With Bill Ziff's retirement in 1994, the Ziff empire has been parceled out.

McGovern himself gives no indication of retiring, though his new MIT research center will keep him in town more, and a recent public offering of IDG Books and a planned one for the Industry Standard may indicate a gradual breakup of IDG as well.



GLOBE STAFF PHOTO / BARRY CHIN

International Data Group's Patrick McGovern owns influential publications such as PC World and The Industry Standard.

McGovern sees his future linked to the new MIT brain center. It is an interest, he said, that has remained constant throughout his career, beginning with that "Giant Brains" book written, coincidentally, by computer pioneer Edmund Berkeley, who hired McGovern for that Newtonville job at a pioneering magazine called Computers and Automation.

"I feel sure that there are better ways of presenting information that will produce better learning, better communications, and better education," he said. "For instance, only 15 to 20 percent of the information received by the optic nerve is being sent back to the visual cortex. A lot of what we are seeing is sampling, which is why eyewitnesses have different recollections of what has happened. Perhaps we could improve that."

If Rupert Murdoch or Bill Gates started talking about tinkering with your visual cortex, it would sound chilling. Plain old Pat just sounds helpful.

Reprinted from the Boston Sunday Globe — April 9, 2000

IDG Sweden

continued from page 1

news feed of relevant stories from IDG magazines.

booksonline.idg.se, IDG Sweden's first foray into the e-commerce arena, allows visitors to shop online for IT titles and make electronic payments, sign up to receive newsletters and selected special offers and collect bonus points for future discounts. Some 750 book titles are available on the site, although the company says it plans to have approximately 2,000 available by the end of the year.

Plus.idg.se, community-oriented collection of services including free Internet access, Web-based e-mail, chats, a discussion forum, a collection of shareware and a host of other local services.

Itaktier.idg.se, an online trading and investment Web site, with a stock portfolio service, in-depth company information, a NASDAQ 100 list featuring the "100 most interesting IT stocks in the U.S.," as well as other services. The stock trading in itaktier.idg.se is handled by TeleTrade. IDG Sweden has a 20% stake in TeleTrade, making it the single largest investor.

In addition, IDG Sweden has made significant enhancements to idg.se, its central portal site, with the addition of testcenter.idg.se, a new micronetwork for more technical IT professionals. testcenter.idg.se features reviews, tests and recommendations from IDG Sweden's publications including *MikroDatorn, MaxiData, MacWorld, Natverk* and *Kommunikation* and *PC for Alla*. idg.se users can now register their own domain names via domain.idg.se, and the new service getupdated.com, allows the user to be alerted to changes and updates via email.

Internet capital of Europe

More than 50 of IDG Sweden's 290 employees work full-time on the company's Internet-related products and services. And with good reason. The current Internet penetration among Sweden's population of 8.8 million is 40%, with more than 3.5 million Swedes or one out of every two Swedes between the ages of 12 and 79 hooked up to the 'net.

Source: SIFO

IDG Sweden on a roll

IDG Sweden's recent announcements cap off a year of tremendous growth for the company and further strengthen a market-leading family of print, online and conference offerings in Sweden. This year alone, the company has plans to launch three new titles and four new Web sites. Currently IDG Sweden produces 20 publications and manages 28 Web sites. "Not bad for a country with only nine million people – some 3% the size of the U.S.," pointed out **Magnus Wallen**, marketing director for IDG Sweden.

IDG Sweden's revenue FY95 to FY00*

FY95	FY96	FY97	FY98	FY99	FY00
205	228	267	333	394	477
	11%	17%	25%	18%	21%

**in millions of Swedish krona*

Publishing Institute participants share thoughts on keeping employees

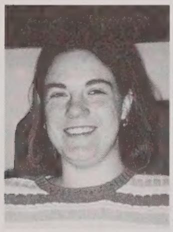
During last month's Publishing Institute, participants broke into small groups to brainstorm ideas on various topics of interest. **Joe Benway**, chief operating officer at InfoWorld, shared some of his group's ideas related to employee retention. Other group members included: **Janis Crowley**, VP/general manager, IT Careers; **Bing Zheng**, financial manager, IDG China; **Fawn Annan**, general manager/publisher, IDG Canada; **Bob Maund**, publisher, InfoWorld; and **Peter Mylchreest**, VP/international sales, IDG Global Solutions; and **Karen Budreau**, VP, Corporate Human Resources.

Fundamentally, we agreed that retention was not really so much about employees but about management. Managers should not be pawns but rather active participants who can influence the outcome. The real trick is making the time to do the right things often enough. We really thought that we could favorably influence retention by actively, constantly and continually doing the following:

1. Give honest, but tactful and constructive performance appraisals — on time. People want feedback!
2. Manage By Walking Around. It helps to have some tactile insight into employee issues.
3. Try to move performing individuals to the *market* range of compensation — before being blackmailed by an alternative employment offer.
4. Establish reward and recognition programs. People enjoy it.
5. Create a "fun" (not silly) work atmosphere, i.e., create relaxation or play pits in different areas for people to unwind, share conversation or play games.
6. Weed out dead wood. People do not like working with others who aren't pulling their weight.
7. Proactively network inside your own business unit as well as outside. Size up people who would be good additions to your department if the right situation opened up.
8. Give employees "ownership" of key projects. Let them run things from start to finish. We could not think of anyone who welcomes the involvement the micro-manager, the mushroom manager (keeps everyone in the dark and feeds them crap) or the tornado manager (swoops into your project, wreaks havoc, then disappears) .
9. Encourage and support — *even insist upon* — training. It benefits everyone in the long run, even though no one has time for it in the short run.
10. Increase the array of alternative workplace offerings, i.e. job-sharing, telecommuting, office hoteling etc. Office technology can influence the work force as well as the work.

noteworthy people

Heichler



IDG WORLD UPDATE

Burton

IDG WORLD UPDATE

Fitzgerald

IDG WORLD UPDATE

Promisel

IDG WORLD UPDATE

Pender

IDG WORLD UPDATE

Villa

Promotions

IDG News Service Executive Editor **Elizabeth Heichler** takes the reins as the group's editor-in-chief. "It is a sign of a great organization when there is someone who can step smoothly and easily into a leadership position without the need to go outside for candidates," said **David Hill**, president of IDG International Publishing Services, which includes the News Service. "Elizabeth brings to the job 15 years of high-tech journalism experience, broad knowledge of IDG and the industry, and the respect of our entire organization."

IDC Human Resources Assistant **Carolyn Burton** has been promoted to associate recruiting specialist. "Carolyn will be working with **Eleanor Storch** and the entire HR team to assist in streamlining the recruiting process and maximizing our use of online resources in recruiting," said Vice President **Debbie Bernardi**. "Over the past year, Carolyn been a key participant in many projects including the IDG PeopleSoft User Group Team, the HR Paperless Team, which is getting all HR forms up on the Web, and coordinating many of the pieces involved in the conversion from Unicare to Cigna. We appreciate Carolyn's hard work and wit."

New employees

Susan Fitzgerald comes aboard as *Computerworld*'s director of human resources. She previously worked as human resources manager at Boston Scientific, a maker of non-invasive medical devices, supporting the urology division. She holds a B.S. in social sciences/human resources management from California Polytechnic State University in San Luis Obispo and an M.S. in human resources management/organizational behavior from San Francisco's Golden Gate University. She enjoys skiing and antiquing and playing with her five-year-old son, "who is probably one of the only Davy Crockett fans in the country."

Associate Research Analyst **Alan Promisel** comes to IDC's Asset Management Group from Tufts Health Plan where he was an analyst in the Strategy and Business Planning department. He earned a B.A. in psychology from New York University.

Lee Pender joins *CIO* as a senior writer, coming from *PC Week*, where he held a similar position and covered e-commerce. He graduated from Texas Christian University in Fort Worth with a B.S. in journalism. He enjoys playing football, watching sports and visiting museums and galleries.

CIO welcomes Graphic Designer **Cristina Villa**, who was most recently the graphic designer and production manager for the Boston Ballet. She has a B.A. in architecture from Washington University in St. Louis, Mo., and a certificate in publishing from Emerson College in Boston. When she's not designing cool stuff, Cristina enjoys flamenco dancing, yoga, Latin music and rollerblading.

Robert Roddy joins *Network World* as a senior Web producer, having previously been a freelance contractor for AT&T Bell Laboratories, General Electric and Polaroid. He attended Boston's Northeastern University and likes to play the stock market.

Network World has hired **Lisa McLaughlin** as event sales manager. She previously worked as regional sales manager for Ziff-Davis Events. Lisa studied political science at Florida State University and enjoys golf, soccer and travel.

Previously a high-tech advertising representative with the San Jose *Mercury News*, **Debbie Sorich** is now a *Computerworld* account director. She earned a B.A. in advertising from San Jose State University and belongs to both an investment and a hiking club.

Previously a contractor for IDG, **Caroline Mastreani** is now a full-time ad operations coordinator for IDG Communications. She holds a B.A. in arts and social change from New College of California in San Francisco. Away from her desk she enjoys photography, soccer and hiking with her dog.

Kevin McCluskey joins IDG Communications in Framingham, Mass., as vice president, business development, coming from Hearst Business Media where he was regional sales manager. He holds a B.A. in communications from the State University of New York/Oswego.

Copy editor **Katie Conley** comes to *The Industry Standard* from adam.com where she held a similar title. She graduated from St. Michael's College in Winooski, Vt., with a B.A. in English literature.

Producer **Christina Chilip** comes to *The Industry Standard* from Andersen Consulting where she worked as a technology analyst. She attended Santa Clara (Calif.) University where she earned a B.S. in commerce with a major in decision and information services and a minor in retail studies. In her free time she enjoys going to the theater.

Previously a credit officer with Tokai Bank, **Henry Alvarez** joins *The Industry Standard* as a credit/collections manager. He holds a B.S. in finance from San Diego (Calif.) State University and likes salsa dancing and skiing.

Paul Bonanos joins *The Industry Standard* as an editorial research assistant. He was previously exhibits coordinator at the Maryland Science Center in Baltimore where he worked on exhibits such as the Hubble Telescope and the changing face of women's health in the U.S. He studied writing at Johns Hopkins University and plays a variety of musical instruments, including piano, banjo, trombone and the mandolin, the latter of which he occasionally practices on *The Standard*'s roof at lunch.

continued on next page

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33

Mabel Jackson *IDG Books*

19

Michael Masters *CIO*

16

Penny Winn *IDG World Update*

14

Norma Tamburrino *Computerworld*

12

Gabriele Arioli *IDG Italy*
Bob Ainsworth *IDG*

11

Åke Boman *IDG Sweden*

9

Richard Bastas *CIO*

8

Christopher Willard *IDC*
Dot Caspersen *CIO*

7

Nedialka Yolovska *IDG Bulgaria*

6

Fredrik Agrén *IDG Sweden*
Vladimir Vladkov *IDG Bulgaria*
Shawne Burke Pecar *PC World*
Kathleen Cox *IDG Books*
Patricia Peng *Computerworld Singapore*

5

Thomas Copeland *IDC*
Ronald Gibson *PC World*
Richard Graves *IDG Books*
Brenda Blot *IDG Books*

4

Judith Kainrath *IDG Austria*
Jennifer Chobot *IDG Books*
Barry Childs-Helton *IDG Books*

3

Robert Bosch *IDG Books*
M. Faunette Johnston *IDG Books*
Gregory Hall *IDG Books*
Margo Weiss *IDG Books*

2

Barry Parr *IDC*
Daniel Cardamone *IDC*
James Williamson *IDC*
Tomoko Matsui *IDG Japan*
Gerard Norsa *IDG Australia*
Karin Boström *IDG Sweden*
Joanna Wozniak *IDG Sweden*
François Jeanne *IDG France*
Cheryl Quinn *Laurentian Technomedia*
Johanna O'Connor *IDG Global Solutions*
Marilyn Tawney *IDG Books*
Brian MacDonald *IDG Books*

1

Josephine Eaton *IDC*
Natasha Tan *IDC Singapore*
Yoshiki Kuwahara *IDG Japan*
Daniela Stefanova *IDG Bulgaria*
Nedejda Karadjova *IDG Bulgaria*
Newton Bailey *PC World*
John Fontana *Network World*
Steve Schembri *IDG Books*
Kurt Youngdale *IDG Books*
Curtis Miller *IDG Books*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

continued from previous page

Customer Service Representative **Monica Bennett** comes to IDC West from JIT Manufacturing where she was an account manager in the customer service department. She earned an associate's degree in family studies from Cuesta College in San Luis Obispo, Calif., and enjoys reading and time spent with her family.

IDC has hired **Geoffrey Dutton** as online editor. He was previously a consultant in the area of handling and visualizing spatial data. He holds a B.A. in government from Columbia University, a masters in city planning from Harvard University's School of Design and earned a Ph.D. in geography from the University of Zurich "in two years flat." He finds time for cooking, hiking and mycology (that's the study of mushrooms to you and me).

Previously a self-employed print broker and designer in Sydney, Australia, where he was awarded the gold medal for innovation by the Australian Printing Industry, **Douglas Haack** is now a marketing production specialist at IDG Books' Foster City, Calif., office. He is a graduate of the School of Graphic Arts at Sydney Technical College, enjoys martial arts and carpentry.

Previously editor at *Golf, Inc.* magazine, **Will Connell** is now a content editor with IDG Books in Foster City, Calif. He holds a B.A. in English from Denison University. He enjoys surfing, snowboarding, golf and being the father of two boys.

System Specialist **Rich Dagel** comes to IDG Books' Foster City, Calif., office from Monster Cable where he was a Macintosh technical support specialist. He holds a degree in photography from the Hawkeye Institute of Technology in Waterloo, Iowa, and enjoys wine, music and movies.

IDG Books has hired **Kevin Posey** as a field sales representative for the Mid-Atlantic region. He was previously sales manager for the Smithsonian Institution Press and earned a B.S. in management from Georgia Tech and an M.A. in political science from Georgia State University. *The Journal of Scholarly Publishing* ran his article, "The Utility of Publisher Websites" in its January 2000 edition.

PC Advisor in the U.K. has hired **Wendy Brewer** as an editorial assistant. She was previously a chartered tax adviser with John R. Norman & Co. and holds a law degree from the University of Luton. Her outside interests include "art – pretty much everything: painting, drawing and sculpting."

Returning employees

After leaving her position as production coordinator at *Computerworld* to go to *Natural Health* magazine, **Julie Taylor** returns to IDG as ITworld.com's new advertising production coordinator. She earned a marketing degree from Franklin Pierce College in Rindge, N.H., and likes to garden and ski.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

off line

for fun

Congratulations to all our enthusiastic caption contributors. Winner **Keith Peterson** wil have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Honorable mentions

"You tell your friend dat if he don't get us da information real soon, both him and his little computer are gonna go sleep with the 386s if youse gets my drift."
Brian Drumm, *IDG Books Worldwide*

"It's not like old times, Pauly. I still jump when they say 'hit this' or 'hit that.'"
Marti Paul, *IDG Books Worldwide*

"Give him five more minutes, Vito, he's making an offer that can't be refused on eBay."
Melissa Duffy, *IDG Books Worldwide*

"Stay away from the Windows!"
Mike Malone, *IDG IS*

"I keep telling this guy it's a dot-com not a dot-con."
Jim Falanga, *IDG Credit*

"Yo, Pauley! Is the 'family' home page complete yet?" "Da wiseguys are workin' on it. Fuggetaboutit!"
Mike Barbato, *CIO*

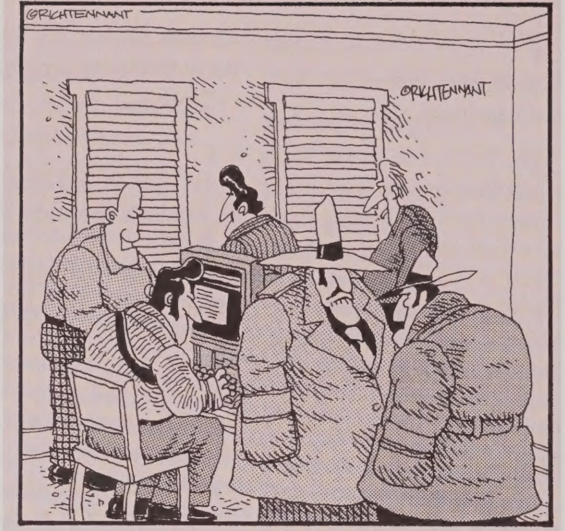
"We found out Al is the informant. Now get on that computer and HACK him!"
Eileen Yu, *Computerworld Singapore*

"Y'see, de government don't get none of de money if y'order yer pompador piece on de Internet."
Justin Katz, *IDC*

"Hey boss, does IPO mean da same as "an offa yuse can't refuse?"
Ruth Virah, *ITcareers*

"Whaddaya mean mobsters.com is getting hits?"
Amy Eoff, *IDG Books Worldwide*

The 5th Wave By Rich Tennant



"Louie is auctioning off two hits and a drive-by on eBay."
Keith Peterson, *IDG Books Worldwide*

"Number of 'hits' on the Web takes on a new meaning with those guys."
Simon Salamon, *IDC*

"Hey Mugsy, it's our new way to muscle in on the dot-coms."
Jack Bussell, *IDG Books Worldwide*

While waiting for the FBI to arrive, Gianni tried to get away by pushing Escape several times.
Kim Wilken, *IDG Denmark*

"Whaddaya mean, www.cosanostra.com is registered already? And the guy who dunnit will let us have the address for $10 million? That's blackmail!"
Susanne Hjortlund, *PC World Denmark*

Now that the Gordo family had an AOL account, Mario knew it was only a matter of time before his brothers would want their turn visiting the chat room for Single New Jersey Mafia Hit Men.
Michael Welch, *IDG Books Worldwide*

Rich Tennant's original caption

"Before the Internet, we were only bustin' chops locally. But now, with our Web site, we're bustin' chops all over the world."

Address changes in Greece, Latvia and Zimbabwe

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Athens
Greece

Data Media Group
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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

24 APRIL 2000
VOLUME 30, NUMBER 17

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Seven Maggie Awards hail IDG's excellence in editorial quality and publication design

InfoWorld
- Best Non-Paid/Trade Publication (circ. over 50,000)
- Best Tabloid/Trade*
- Best Regularly Featured Department, Section or Column/Trade: "Down to the Wire"

Macworld
- Best Computers/Consumer Publication**
- Best Signed Editorial or Essay/Trade: "The Desktop Critic: Steven Saves the Mac" by David Pogue

PC World
- Best Online Publication***

The Industry Standard
- Best Feature Article/Trade: "StarMedia: Porta Rica" by Harold Goldberg (March 1, 1999)

*Category winner fourth consecutive year.
**Category winner for second consecutive year; third year out of four.
***Category winner three times in past five years.

IDG took top honors in seven categories at the prestigious 2000 Maggie Awards Competition, held April 14 in Los Angeles.

With wins by *InfoWorld*, *Macworld*, *PC World* and *The Industry Standard*, IDG was the most honored technology media company, winning more awards than any other publisher.

SHARON CORDESSE

Macworld Editor-in-Chief ***Andy Gore***

TRACEY CAPEN

PCWorld.com Managing Editor ***Rebecca Freed***

Sponsored by the Western Publications Association (WPA), the 44th annual Maggie Awards honored the year's best editorial and design in magazines, tabloids, newsletters and online media. The Western Publications Association received nearly 2,000 entries in 80 categories, representing submissions from all industries.

IDG made the cut for final consideration with 24 nominations overall.

"IDG is extremely proud to have been awarded more Maggies than any other technology media company," said IDG President and CEO **Kelly Conlin**. "IDG's continued recognition is a testament to the talent and accomplishments of our editors and to their commitment to providing the highest level of editorial quality and design innovation."

More photos from the award ceremony are available on IDG World Update Online at www.idgworldupdate.com.

ICe expands internationally, building on success in U.S.

IDG WORLD UPDATE

Welcoming attendees to ICe/Boston are IDG World Expo employees ***Stephen Athan****, registration manager;* ***Wendy Heckel,*** *marketing director;* ***Nora Hayes****, operations coordinator;* ***Karen Whitman****, event operations and convention housing manager;* ***Donna Moschella****, director of finance;* ***Beth Karl****, operations coordinator;* ***Joe Chirico****, staff accountant.*

Opening in Boston late last month to a sold-out show floor with nearly 200 exhibitors, more than 50 new product announcements and standing room-only keynotes, Internet Commerce Expo (ICe) continued its reign as the U.S.'s largest conference and exhibition focused exclusively on the tools, products and services designed for the business-to-business (B2B) e-commerce industry. And now the show will significantly increase its presence outside the U.S. with upcoming events planned for Germany, Taiwan, Tokyo, Singapore, Shanghai, Hong Kong and the Philippines.

"According to research from IDC, U.S. B2B e-commerce spending totaled $54 billion in 1999, and we predict this trend will proliferate into the Asia Pacific region, totaling over $72 billion in 2003, " said IDG President and CEO **Kelly Conlin**. "With the launch of our international ICe events, we are

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newsworthy

in brief

Conlin delivers opening keynote at M^2 magazine publishing forum

As the fundamentally healthy publishing business prepares for the Internet revolution, how do we prepare to prosper in a climate that changes instantaneously? How do we adjust to the latest technology, meet new customer demands and use the advantage of our brands to remain relevant in the new economy? And how well should we trust our instincts — those skills and techniques that worked so well in the past — in this confusing, exhilarating, turbulent world?

Delivering the opening keynote address to some 350 of the most senior-level publishing executives in the U.S. at last month's M2 International Magazine Management Executive Forum in Orlando, Fla., IDG President and CEO **Kelly Conlin** explored the answers to these important questions.

Pointing to a recent Price Waterhouse Coopers publishing industry study that shows that profit margins have increased from 9.8% to 19.0% over five years and ad spending has consistently outpaced GDP growth, Conlin said that the top line and bottom line growth for the magazine industry is a strong indicator of the continuing efficacy of magazines. "The print medium is still exceptionally strong and Web companies themselves have turned to print magazines to advertise... accounting for more than $700 million in print advertising last year," he said.

To ensure this prosperity continues in the midst of an economy that is being totally rewired is the challenge facing publishers today, Conlin said. "Broadly speaking, the Web offers an opportunity for contextual commerce, a powerful means of surrounding our customers with just-in-time content to help them make better decisions, become more successful, increase their confidence and satisfy their interests. At IDG, we have identified a rich vein of opportunity in capturing new revenue streams through advertising, Webcasting, e-mail sponsorship, recruiting, IT stores, RFP centers, white paper databases, directories, price comparisons, list rentals, smart searches, training, expert advice, merchandising and micronetworks."

Conlin used *The Industry Standard* to illustrate how publishers can successfully integrate the Web into the business practices of their companies. He noted that *The Standard* began as a Web site, was followed by a weekly print publication, then a series of newsletters, and now a series of conferences. "The successful growth of *The Standard* is completely dependent on an integrated business model. The Web is woven into everything they do – from how they deliver content, to how they register and serve conference goers, to how they build partnerships, to how they drive revenue," he explained.

Among those in the audience was Tony Silber, editorial director of *Folio Magazine*, who characterized Conlin's presentation as an "exceptionally in-depth and perceptive look at the No. 1 issue facing publishers today. He was right on the money and according to the feedback I've heard, many people felt it was one of the best presentations they'd heard on the topic," Silber said.

Sponsored by *Folio*, the American Business Press, FIPP, and MPA, the M2 forum was launched in 1995 and provides an educational forum for the publishing industry's senior-most executives to explore the most pressing issues facing their industry.

CIO India wins print award

CIO India's printer, Pragati Offset Limited, won third prize in the "Offset-Monthly Magazines (English)" category at the Second South Asian Print Congress, held in March in Kathmandu, Nepal. The printer's award was for the inaugural issue of *CIO India*, which debuted last November.

Pragati's managing director graciously shared credit for the award with *CIO India*'s publisher, Technology Media Group in Bangalore: "The good concept and design were the key reasons for our honor. We acknowledge your continued role in our success."

CIO
Is the CEO-CIO partnership working in India ?
CEO-CIO teams are leveraging technology to ensure business leadership. But how effective is it?

CIO India is published monthly with a target circulation of 10,000.

IDG Books Worldwide reports Q2 2000 revenue up 44% over Q2 1999

IDG Books Worldwide, Inc. (Nasdaq: IDGB) recently announced financial results for its fiscal second quarter ended March 31.

Net revenues for the fiscal second quarter of 2000 were $64.5 million, up 44% from $44.7 million in the fiscal second quarter of 1999. Net revenues for the company's Consumer Group, which includes the *For Dummies*® and the *CliffsNotes*™ consumer titles, *Betty Crocker's*®, *Websters New World*™, *Frommer's*® and *The Unofficial Guides*® brands, increased 231%.

Net revenues for the Technology Group increased 2% from the comparable fiscal quarter of 1999.

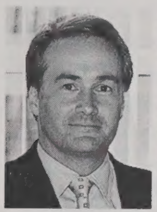
The company reported net income for the fiscal second quarter of 2000 of $4.6 million, which was unchanged from net income of $4.6 million for the second quarter of fiscal 1999.

EBITDA (earnings before interest, taxes, depreciation and amortization) for the fiscal second quarter of 2000 increased 16% to $10.9 million from $9.4 million for the fiscal second quarter of 1999.

primer

back to basics

Advertising sales



***Mark Foster**, advertisement director of PC Advisor in the U.K., is this week's columnist.*

Sales jargon

Yield Average cost of an advertising page in an issue.

Volume Number of ad pages in an issue or number of issues.

Media kit Brochure containing a publication's sales story, editorial calendar, ad rates and specifications, publication dates and advertiser testimonials.

Merchandising Value-added services provided as part of an advertising contract, instead of a discount off the rate card.

Ad response cards or "bingo cards" Reply paid cards, often bound into a publication, allowing readers to obtain further information on advertisers and companies mentioned in editorial, by circling their numbers on the cards and mailing back to the publication.

Q Can you briefly take us through a salesperson's typical week?

A Although there is no typical week in advertising sales, this might give an insight. Monday may start with a sales meeting, where members of the sales team review results, target new business, brainstorm sales tactics for key clients and state personal goals for the next selling period. The salesperson might then use the rest of the day in the office fixing sales appointments via phone or email. The rest of the week will consist of possibly 12 face-to-face appointments with clients and advertising agencies including a mixture of office meetings, breakfast meetings (typically with advertising agencies) and lunch or dinner appointments. Preparation and follow up is usually done either first thing in the morning or early evening and Friday afternoons. Saturdays are sometimes devoted to a corporate hospitality/sporting event with top clients.

Q What does it mean to sell on the rate card?

A It means selling space for the price printed on your rate card. Any discounts given for volume or frequency are transparent and available to all clients irrespective of size or influence.

Selling on the rate card not only enhances the reputation and credibility of the publication but also builds teamwork and trust within the sales team. Everyone sells at the same rate. Salespeople can also spend more time selling from a position of strength and less time becoming embroiled in protracted rate negotiations, while publishers can budget and forecast more accurately.

Some publications are tempted to do the opposite by dealing "off the rate card" and offering last-minute unsold space at very low prices. Poor salespeople use under-the-table deals to close business rather than selling benefits of the product.

Q How do sales people get leads?

A It is ultimately the salesperson's responsibility to get leads from wherever he or she can. Typical sources can include anything from tips from close clients and agencies, to ads appearing in close competitors, articles on new and growing companies in newspapers and trade papers, tips from your own journalists and editorial in your own publication. A more obscure source is a high profile recruitment ad for marketing director of a previously unknown company. This nearly always indicates that a new ad budget is not far behind.

Keeping track of all advertisers in your competitors with detailed reports on at least a monthly basis is vital. This way a rep can spot seasonal trends in advertisers' activity and prioritize accounts based on their ad volumes in the market. Some publications can justify paying for outside media monitoring services to help track advertiser activity in competitors. This is very useful in markets where the number and "churn" [i.e., turnover] of advertisers is high and the number of competitors is high. There are now specialist online advertising monitoring companies that track online campaigns by creative treatment and Web site.

Q Why is it important to establish a relationship with clients? How do you build that relationship?

A Ultimately it's the client's money, not the advertising agency's. If the salesperson has a better relationship with the client than his competitors, he or she will nearly always get the lion's share of the customer's business and be the last to be dropped if its budgets are cut. Agencies rarely try to knock their client's favorite magazines off the schedule. Also the agency will not be able to demand a rate "off the rate card" before booking any space.

Face-to-face contact is vital, and good value-added services delivered to the right decision makers at the right time builds up a dependency and trust that is hard to break. This is otherwise known as "brick-walling" clients so that competitors can't break in. This ensures you become the only publisher the client sees on a regular basis and the one treated as a true consultant. As a result you will tend to secure the majority of the client's existing and future budgets.

Mark Foster can be reached at mark_foster@idg.com. Part two of his column will appear May 1.

Network World titles plot another year of growth

Network World convened its fourth annual Global Product Support Center meeting in Munich, Germany last month. Co-hosted by *Network World Germany* Publisher **Eva-Maria Behrendt** and *Network World* (U.S.) President and Publisher **Evilee Thibeault**, the conference brought together 40 delegates from 11 countries for presentations, panel discussions and information sharing.

The two-day event began with a reception and toasts. Behrendt's recitation of a poem by the Italian poet Luciana de Crescenzo, "We are all angels with only one wing and we can only fly while embracing each other," decorously opened the conference.

Thibeault presented initial findings from the *Network World* Global Subscriber Study due out in May. Key points indicate *Network World* customers around the world are ready to upgrade and expand their markets and, most importantly, that *Network World* global revenue and profit continue to increase as the product line diversifies its product/service offerings. "The networked world is booming and we are well positioned to benefit around the globe," Thibeault said.

Ralph Peter Rauchfuss, managing director of Computerwoche Verlag, discussed the explosion in growth of the high-tech industry in "Silicon Bavaria." He gave the group an overview of the German IT industry, IDG's local publishing operations and future growth plans.

John Gallant, executive vice president and editorial director of *Network World*, gave an update on the business unit's online initiatives and related programs.

John Dix, *Network World* editor–in-chief, led a multi-country panel that included editor-in-chief peers **Gerd Bausewein** (Germany), **Arnie Stalheim** (Norway) and **Mike Martin** (Canada). From that session, the group determined the following editorial action items:

- Research global practices and identify ways to collaborate on test alliances, art sharing and distribution. Recommend solutions for a global testing brand.
- Look into translation services to better share materials with other countries.
- Launch at least one *NW* global product that would appear in all of the books once a year.

Network World Research Director **Ann Mackay** led a session on the science of online research and articulated the pros and cons of conducting surveys online. **Sharon Smith**, *Network World*'s senior circulation director, held a session on audience development for both print and online where she gave examples of what has and hasn't been successful.

Conference attendees shared event successes in a session led by Network World, Inc. General Manager of Seminars and Events **Steven Engel**. He stressed the importance of events and seminars as a means for diversifying revenue.

Among other meeting highlights was a presentation by **Andy White**, president of *Network World Canada*'s parent company, Laurentian Technomedia, and his publisher, **John Jones**. They talked about the first Network World Live! trade show and how a simple e-mail was the genesis for this event. From this project, Laurentian has generated a profitable trade show, list rental business and information for editorial content, while lowering the cost of renewals and newsletters.

The keynote session focused on the challenges and opportunities inherent in a re-launch. In 1998, IDG Germany purchased *Gateway* magazine and relaunched a year later as *Network World Germany*. Publisher Behrendt and Editor-in-Chief Bausewein discussed their experiences.

As the conference drew to a close, there was mutual agreement among the delegates that new friends were made, brilliant ideas shared and that one could exist happily on Weissbier and brezels (wheat beer and pretzels). *WU*

Thanks to NW Public Relations Manager ***Wendie Larkin*** *for contributing this article.*

NW marketing highlights

Hillary Freeley, *Network World's* senior director of marketing, led a breakout session on marketing that opened with "Branding Strategy" as a lead topic, and a lively discussion ensued.

Action items from the Marketing Roundtable included:

- Review expenditures of the global budget to determine if more can be allocated to global research in all countries.
- Create a global brochure/ online compilation of country covers and statistics.
- Develop a Pan-European Brand Preference Study.

For more information about the meeting contact Corporate Programs Manager **Nancy Parquette** at nparquette@ nww.com.

International representatives from the Network World product line expect much success in the year ahead.

Assistant Project Manager (CIO) This position will be responsible for assisting in the day to day project management of custom publishing projects and will be involved in the management of editorial, design, and production processes. Candidate must have strong organizational, communication, and customer service skills. Publishing or agency background a plus. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

Graphic Design Specialist (CW) Specialist will help shape/produce a wide variety of deliverables to help advance the Computerworld Marketing agenda. Working directly with other Marketing team members, Marketing management and other departments, this individual will use design and technical skills to develop original materials as well as to update and enhance materials based on existing designs. Qualified candidates will demonstrate a solid background and career interest in design, the ability to render in web, CD and print media, and the willingness to work in a team environment that places a priority on backup of other team members.
Location: Framingham MA
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Copy Editor (CW) Computerworld has an immediate opening for a skilled Copy Editor. Responsibilities will include editing and proofreading copy for grammar, consistency and style; writing headlines; producing pages on Quark XPress and preparing them for publication; and posting articles to Computerworld's Web site. A sharp eye for detail and ability to work under daily deadlines required. Bachelor's degree and 2+ years of copy editing experience are preferred. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

On-line Services Manager (CW) On-line Services Manager is responsible for managing Computerworld's daily web site operations. This includes ensuring that all aspects of the site (content, design, and technology) are working effectively by coordinating between editorial, design and technical staff. Specific duties include scheduling and tracking status of editorial and other on-line projects; making corrections and modifications to the site; keeping a variety of index pages updated; copy editing links lists and maintaining other on-line "minisites". In addition, you will code and create new pages for the site, work with traffic reporting software and manage the help@computerworld inbox.The position requires competency in web applications, (including BBEdit, GoLive and Photoshop or their equivalents) fluency in HTML, a familiarity with javascript, CSS and XML. The individual should be comfortable in both Mac/PC environments, and have developed under all (common) browsers. The individual in this position must possess experience managing a website. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Marketing Specialist (CW) Seeking a Marketing Specialist to proactively coordinate a variety of projects instrumental to supporting Computerworld's marketing success. These projects can involve, but may not be limited to, coordination of: direct mail programs (postal, email, and fax broadcast); cover wraps; participation in events; list refinement and acquisition; negotiating with suppliers; continuous communication with various other departments in Computerworld; and more. Qualified candidates will have relevant experience, a keen interest in marketing, and the willingness to participate in a collaborative, team environment that puts a premium on backup and support of the other individuals on the marketing team. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Sales Associate (CW) Associate will develop relationships with and provide quality customer service to existing on-line advertising customers. Responsibilities will include working with sales force to develop RFP responses, following up with customers regarding advertising materials and insertion orders, receiving banner advertisements and coordinating with on-line production group for posting of materials. In addition, you will review traffic data for integrity, ensure billing system is generating accurate client bills and provide weekly on-line forecast reports. You will collaborate with all sales representatives to incorporate on-line advertising in customers' media schedules and purchasing plans and maintain availability of all on-line opportunities. This position requires strong attention to detail and excellent follow-up skills. Excellent communication, organizational and computer skills, as well as the ability to operate in a fast paced environment are a must. Some knowledge of on-line advertising is desirable. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Account Director (CW) Reporting to the Associate Publisher, the successful candidate will use solutions-selling techniques to create powerful sales strategies, pursue all assigned advertising sales opportunities, and grow existing business from Computerworld customers. This role will require the selling of multiple Computerworld products to customers and their advertising agencies. This position requires excellent communication and organization skills. Advertising sales experience is required, preferably in the IT industry. Knowledge of technology, Internet Commerce and Telecommunications is a plus. Demonstrated closing skills and collaborative, creative problem-solving ideas are necessary. 8-10 years experience in customer-focused sales environment is required.
Location: Chicago IL; San Mateo CA
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Senior Analyst, CRM & Call Center Services (IDC) Primary responsibilities for this position include supporting the research initiatives of the CRM and Call Center Services programs and supporting that program's client requirements. This entails conducting original research, developing and writing research documents and deliverables, interacting with IDC clients and meeting their research needs, as well as contributing to consulting projects on an as needed basis. Additional job functions will include contributing to the sales and marketing efforts around the CRM & Call Center Services programs, initiatives relevant to the larger Services Research group at IDC, and collaborative projects undertaken with colleagues. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Research Analyst, Services Spending Model (IDC) Analyst will be responsible for developing a Model to forecast spending on IT and non-IT related services. This Services Spending Model will first be developed in the US and then rolled out worldwide. The Model must align with other IDC Spending Models and act as the foundation for IDC's Services Spending research. This Research Analyst will be responsible not only for building the Model but also, promoting, educating and supporting activities related to the Model. This position will be part of IDC's Primary Research and Market Models Group, but have strong ties to IDC's Services Research Group. The successful candidate will be able to work independently, think creatively and be confident in quantitative analysis and data manipulation. Keen attention to detail and a concrete understanding of mathematical formulas are required. Previous experience in forecasting models preferred. *Location: Framingham MA*
Contact: D. Siegel, Fax: 508-935-4432, Phone: , Email: idc_jobs@idc.com

Product Marketing Manager, IDC WW Quarterly Tracker (IDC) Primary Responsibilities: Create and implement sales, marketing, and product development plans. Work with IDC sales and regional tracker staff to maximize global sales. Interface with clients to develop customer satisfaction/product value, product enhancements, and new product ideas. Work with internal IDC staff to develop marketing programs and promotions to enhance customer sales. Help coordinate with IDC finance payout of program revenues to contributing regions and programs. This position requires 2+ years in a business development role. Background in market research, database or PC products needed. Knowledge of vendors, trends, technologies, and competitive issues in the global PC marketplace is required. Strong sales, negotiation, customer service, and communication skills are required. Requires a self-starter who can work in dynamic, deadline-driven environment. Experience with budgets/light accounting a plus. Computer skills: Spreadsheet, database (Access), Word Processing and PowerPoint. Frequent domestic and international travel to IDC meetings/event, client visits and in support of global network of IDC contributing tracker teams and global salespeople. *Location: Mountain View CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Program Director, IDC WW PC Quarterly Tracker (IDC) Director responsible for managing staff, P&L, research tools, client software, web site, research methodology, product development/enhancement and product delivery of IDC's worldwide Quarterly PC tracker product. Position oversees coordination of a contributing global network of offices and analysts to ensure product consistency, quality and deadline delivery. Manage small, in-house and contractor-programming team in ongoing development/enhancement of product web site, client software and database. Additional responsibilities: external communications to press, IDC clients (vendors, Wall Street firms) as well as industry forums with regard to key market statistics, competitive analysis and global market trends. Ideal candidate has 2+ years of management of quantitative PC research product, team or function at a market research or vendor company devoted to the PC marketplace. Knowledge of vendors, trends, and competitive issues in the global PC marketplace is a must. Candidate should also have experience in database design and quantitative/spreadsheet project management. Requires self-motivated, energetic, individual with strong negotiation and time management skills. Frequent domestic/international travel required.
Location: Mountain View CA
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Senior Analyst, IS Outsourcing Services (IDC) Seeking a Senior Analyst who will be responsible for identifying emerging opportunities for HR or Finance / Accounting outsourcing vendors, and service firms to profitably grow business. This Senior Analyst will identify best-of-breed firms and forecast outsourcing trends. This is a high-profile position in which the successful candidate will have frequent contact with the press, Wall Street firms and senior industry services executives. Candidates must possess excellent writing, communication and quantitative skills. MBA graduate with experience in the HR or Finance / Accounting industry is a plus.
Location: Framingham MA
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Sr. Analyst, Digital Cameras/Digital Imaging (IDC) This highly visible position will produce research for IDC's rapidly growing client base in the still/video digital camera, Internet imaging, and embedded imaging markets. Position requires excellent research skills in sizing and forecasting the markets, insightful and thorough analysis, clear writing, helpful client support, and dynamic public speaking. Seeking candidates experienced in the digital imaging markets and/or consumer electronics markets. *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Inside Sales Representative (IDC) This is an entry level sales position that requires a 1 to 5 years sales and/or telemarketing experience or 5 to 10 years related technology experience. Strong familiarity with computer industry a must. Position is part of a focused sales team effort and will require 6+ hours/day on the phone with client and prospects. Position reports to AVP, Software Sales. Position will be handling current client base and be responsible to renew and grow these accounts. Very strong and assertive phone skills a must, as well as a good team player and attitude. Strong computer skills a plus. Besides annual sales meetings, no overnight travel associated with this job. Position open as of May 1, 2000. *Location: Mountain View CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Inside Sales Representative (IDC) This entry level sales position requires 1-5 years sales and/or telemarketing experience or 5-10 years related technology experience. Strong familiarity with computer industry a must. Position is part of a focused sales team effort and will require 6+ hours/day on the phone with client and prospects. Position reports to 2 Framingham based Sales Managers, thus requiring ability to take direction from more than one person. Position will be handling current client base and be responsible to renew and grow these accounts. Very strong and assertive phone skills a must, as well as a good team player and attitude. Strong computer skills a plus. Besides annual sales meetings, no overnight travel associated with this job. Position open May 1, 2000.
Location: Framingham MA
Contact: D. Siegel, Fax: 508-935-4432, Email: idc_jobs@idc.com

Business Financial Manager (IDG/B) Manager will provide financial support to the operations and administration groups. As a business partner, your responsibilities include budgeting, forecasting, business analysis, and administration of contracts as well as participation in month-end close, financial audits, board meeting preparation, etc. Requires BA/BS degree and 5+ years' finance experience working in a business environment. Strong spreadsheet skills including experience building financial models, use of data access and data analysis tools. Must possess excellent communication, analytical and problem solving skills with the ability to multi-task in a fast-paced environment. Proficiency with MS Office and large databases a definite plus). *Location: Indianapolis IN*
Contact: C. Yam, Fax: 650-653-7513, Phone: 650-653-7198, Email: cajobs@idgbooks.com

Sr. Packaging Manager (IDG/B) IDG Books seeks an innovative, highly motivated professional to manage the design process for all cover and packaging initiatives for our publishing programs. You will be a member of a cross-functional team to strategize and implement all aspects of the conceptual identity, visual style, creative design and functionality of dynamic creative strategies that meet marketing and business objectives for highly successful branded products. Must have working knowledge of software applications (Director, Adobe, Photoshop, Illustrator, Freehand and Flash), development tools and procedures used in design creation and implementation. Demonstrated ability in developing creative solutions in a print and web based environment; degree in relevant field; 7+ years creative and conceptual problem-solving experience in a complex creative professional environment managing multiple projects (including 3+ years managing staff); commitment to sharing knowledge; strong listening and presentation skills with the ability to articulate ideas. *Location: Foster City CA*
Contact: C. Yam, Fax: 650-653-7513, Phone: 650-653-7198, Email: cajobs@idgbooks.com

Events Manager (IDG/B) IDG Books has an opportunity for an Events Manager in our Public Relations Department. The primary responsibility of this exciting position is to create, plan and execute a strategic events program that encompasses the company's marketing philosophies and corporate strategies as well as effectively integrates with promotions, product marketing, and sales efforts. The position has supervisory and budgetary responsibilities and requires a moderate amount of travel. Our ideal candidate will be an effective communicator and will also be creative, extremely organized and will have a high level of event marketing expertise. This individual must have the ability to manage and guide staff by prioritizing multiple tasks and must meet deadlines in a fast-paced environment. The position requires a minimum of 6 years of experience in event management. College degree in a marketing or related field preferred. *Location: Foster City CA*
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Sales Marketing Specialist (ITCareers) In this role you will be responsible for working with the sales organizations to develop and execute programs and tools that aid in meeting and/or exceeding their revenue targets for advertising supplements. Work with the Regional Sales Associates to identify, understand and monitor implementations and processes in the Sales Reporting structure. Create and manage specific marketing programs including direct mail campaigns and other lead generation programs targeted at the advertising supplements. Additional special projects will be assigned. 3-5 years experience marketing, product marketing or sales in the high tech industry. *Location: San Mateo CA*
Contact: K. Flanagan, Fax: 650-286-2770, Phone: 650-312-0544, Email: kelli_flanagan@itcareers.com

Assistant Editor (Mac Pub) Mac Publishing, LLC seeks two Assistant Editors. Responsible for planning, assigning and editing reviews for on-line and print. This will include product ordering and calling vendors. The Assistant Editor must be very organized, detail oriented and good with deadlines. The position will work closely with Macworld Lab and a variety of outside writers. The Assistant Editor will also have opportunities to write reviews and stories. Candidates should have a year or more *years of editing experience. The ideal candidate will be familiar with computer hardware and software. Location*: San Francisco CA
Contact: K. DeNike, Fax: 415-442-0766, Phone: 415-243-3573, Email: kristina_denike@macworld.com

Associate Editor (Mac Pub) Mac Publishing LLC seeks an Associate Editor. Responsible for planning, assigning and editing reviews for online and print. The Associate Editor must be very organized, detail oriented and good with deadlines. This position will work closely with Macworld Lab and a variety of outside writers. The Associate Editor will also have opportunities to write reviews and stories. Candidates should have three or more years of editing experience. Technology journalism or copy edit background strongly preferred. Any special knowledge/background in a particular part of the Mac market (i.e. publishing, 3D graphics, audio, etc.) a big plus! *Location: San Francisco CA*
Contact: K. DeNike, Fax: 415-442-0766, Phone: 415-243-3573, Email: kristina_denike@macworld.com

Editorial Assistant (Mac Pub) The Editorial Assistant is responsible for product ordering and fact checking. The ideal candidate must be very organized, detail oriented and good with deadlines. The position will work closely with Macworld lab and the Reviews editors. The Editorial Assistant will have some opportunities to write reviews and stories. The ideal candidate will be familiar with computer hardware and software. *Location: San Francisco CA*
Contact: K. DeNike, Fax: 415-442-0766, Phone: 415-243-3573, Email: kristina_denike@macworld.com

Associate On-line Editor, News and Newsletters (NWW) Seeking an experienced high-tech writer/editor to help beef up our on-line efforts. The successful candidate will help manage and edit our growing stable of newsletters (delivered via e-mail), will help gather and edit on-line news, and will write daily news copy and newsletter copy as required. *Location: Southborough MA*
Contact: M. Brunaccini, Fax: 508-490-6454, Phone: 508-490-6474, Email: hotjobs@nww.com

Staff Writers (NWW) Network World's dynamic editorial department is searching for new staff writers to join the editorial team. We are seeking individuals with 2-5 years of journalism experience interested in writing about the fast growing computer network industry. Writers would be expected to produce three to five stories per week for print/on-line publication. *Location: Boston MA; Washington DC*
Contact: M. Brunaccini, Fax: 508-490-6454, Phone: 508-490-6474, Email: hotjobs@nww.com

BU	Category	Title	Location	Contact	Phone #	Fax #
CCI	Art/Design	Arts & Graphics Director	Boston MA	S. Champeny	P:	F: 617-254-9776
CCI	Edit	Associate Editor	Boston MA	P. Burchard	P:	F: 617-254-9776
CCI	Sales	Sales/Marketing Account Manager	Boston MA	N. Bohn	P:	F: 617-254-9776
CIO	Ad Sales	Account Executive	San Francisco CA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Ad Sales	Advertising Sales Associate	Austin TX	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Ad Sales	Regional Sales Manager	San Francisco CA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Admin	Office Administrator	San Francisco CA	A. Pierce	P:	F: 415-398-4649
CIO	Art/Design	Graphic Designer	Framingham MA	T. Gump	P:	F: 508-935-4600
CIO	Cust Pub	Assistant Project Manager	Framingham MA	T. Gump	P:	F: 508-935-4600
CIO	Cust Pub	VP, Custom Publishing	Framingham MA	T. Gump	P:	F: 508-935-4600
CIO	Edit	Copy Editor	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Edit	Editorial Assistant	Framingham MA	J. Snow	P: 508-935-4631	F: 508-935-4600
CIO	Edit	Features Editor	Framingham MA	T. Gump	P:	F: 508-935-4600
CIO	Edit	Features Writer	Framingham MA	J. Snow	P: 508-935-4631	F: 508-935-4600
CIO	Exec Progs	Fulfillment Services Coordinator	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Intern	Intern, Marketing Communications	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	IS	IS Support Specialist	Framingham MA	T. Gump	P:	F: 508-935-4600
CIO	Mktg	News & Information Director	Framingham MA	T. Gump	P:	F: 508-935-4600
CW	Art/Design	Graphic Design Specialist	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Cust Pub	Managing Editor - Custom Publishing	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Copy Editor	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Editorial Graphics Coordinator	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Feature Writer	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	On-line Communities Editor	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	On-line Services Manager	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Online Editor	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Sr. Reporter	San Mateo CA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Technology Evaluations Editor	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Web Designer	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	IS	Director of IT	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	IS	Online Developer	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Mktg	Marketing Specialist	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	On-line	Sales Associate	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Rsch	Audience Research Specialist	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Sales	Account Director	Chicago IL/San Mateo C	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Sales	Field Marketing Executive	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
FCW	Ad Sales	District Sales Manager	Falls Church VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Chief Copy Editor	Falls Church VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Reporter	Falls Church VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	IS	Information Systems Manager	Falls Church VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
GWAN	Sales	Director of Interactive Sales	NY or CT	B. Binan	P: 203-351-1085	F: 203-351-1089
GWAN	Sales	Interactive Sales Associate	San Francisco CA	B. Binan	P: 203-351-1085	F: 203-351-1089
GWAN	Sales	Interactive Sales Manager	San Francisco CA	B. Binan	P: 203-351-1085	F: 203-351-1089
IDC	Admin	Administrative Assistant	Miami FL	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Admin	Group Operations Coordinator, eBusiness	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Conf	Senior Marketing Manager, US Conference Group	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Fin	Business Analyst	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Fin	Staff Accountant	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	HR	Human Resources Coordinator	Framingham MA	D. Bernardi	P: 508-935-4361	F: 508-935-4432
IDC	HR	Human Resources Manager	Framingham MA	D. Bernardi	P: 508-935-4361	F: 508-935-4432
IDC	HR	Sr. HR Representative	Framingham MA	D. Bernardi	P: 508-935-4361	F: 508-935-4432
IDC	Intern	Intern, Latin America	Miami FL	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Services Marketing	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	IS	Sr. Systems Administrator	Framingham MA	M. Maynard	P: 508-988-6719	F: 508-935-4432
IDC	IS	VP Application Development	Framingham MA	J. Snow	P: 508-935-4631	F: 508-935-4600
IDC	Mktg	Interactive Marketing Manager	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Mktg	Market Development Manager	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Prod	Graphics Production Specialist	Framingham MA	A_Schneider	P: 508-935-4419	F: 508-935-4432
IDC	Prod	Product Manager/ Senior Web Developer, WW Services Research	Framingham MA	J. Snow	P: 508-935-4631	F: 508-935-4600
IDC	Prod	Senior Web Developer	Framingham MA	J. Snow	P: 508-935-4631	F: 508-935-4600
IDC	Prod	Sr. Designer	Framingham MA	A_Schneider	P: 508-935-4419	F: 508-935-4432
IDC	Prod	Web Developer, WW Services Research	Framingham MA	J. Snow	P: 508-935-4631	F: 508-935-4600
IDC	Rsch	Associate Analyst, Internet Portal Brands & Telecom Billing Services	Austin TX	D. Siegel	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Product Marketing Manager, IDC WW Quarterly Tracker	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Rsch	Program Director, IDC WW PC Quarterly Tracker	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Rsch	Program Manager, Business Network Services	New York NY	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Analyst, Services Spending Model	Framingham MA	D. Siegel	P:	F: 508-935-4432
IDC	Rsch	Research Analyst, Small Business Market	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Director, Networking Communications	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Research Manager, Enterprise Resource Management	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Research Manager, Latin America Internet	Miami FL	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Manager, Quarterly Server Tracker Program	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Manager, Telecom Markets	Framingham MA/NY NY	M. Cornetta-Brown	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Manager/Research Director, Storage	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Senior Analyst / Research Manager, ERM Applications	Framingham MA	D. Siegel	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Senior Analyst, ASP	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Analyst, Consulting Services	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Analyst, CRM	Framingham MA	D. Siegel	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Senior Analyst, CRM & Call Center Services	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Senior Analyst, Incubator Services	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Senior Analyst, IS Outsourcing Services	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Analyst, Solutions Integration Strategies	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Senior Analyst, Telecom	Framingham MA	M. Cornetta-Brown	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Data Communications	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, eBusiness Advisory	Miami FL	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, IT Education & Training Services	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Worldwide Services	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432

BU	Category	Title	Location	Contact	Phone #	Fax #
IDC	Rsch	Sr. Analyst, Digital Cameras/Digital Imaging	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Sr. Research Analyst, Corporate Computing Vertical Views	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Sr. Research Analyst, Investment Research Services (IRS)	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Sr. Research Analyst, Personal Computers/Mobile Computing	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Sales	Account Executive	Framingham MA	D. Siegel	P: 508-935-4133	F: 508-935-4432
IDC	Sales	Account Executive, Latin America Sales	Miami FL	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Sales	Client Service Representative, Hardware Accounts	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Client Service Representative, Internet/eBusiness Accounts	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Events Coordinator	NJ & MA	D. Bernardi	P: 508-935-4361	F: 508-935-4432
IDC	Sales	Inside Sales Representative	Framingham MA	D. Siegel	P:	F: 508-935-4432
IDC	Sales	Inside Sales Representative	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Inside Sales Representative, Major Accounts	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	New Business Account Executive, Hardware/Telecom Accounts	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Sales Manager, Consulting Sales Major Accounts	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Senior Account Executive, User Accounts	Framingham MA	J. Snow	P: 508-935-4631	F: 508-935-4600
IDC	Sales	Sr. Inside Sales Representative	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Telesales Representative	Framingham MA	J. Snow	P: 508-935-4631	F: 508-935-4600
IDC	Web Tech	Product Manager, idc.com	Framingham MA	J. Snow	P: 508-935-4631	F: 508-935-4600
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IDC Canada	Sales	Account Manager, NCR/Quebec, IDC Canada	Toronto Canada	J.McLean	P:	F:
IDC Canada	Sales	Account Manager, Services/Hardware, IDC Canada	Toronto Canada	J.McLean	P:	F:
IDC Canada	Sales	Inside Sales Representative, US Market - IDC Canada	Toronto Canada	J.McLean	P:	F:
IDC E/C Europe	Rsch	Research Analyst, LAN & Internetworking Technologies	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Rsch	Research Analyst, Peripherals	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Rsch	Research Analyst, Personal Computers Research	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Rsch	Senior Research Analyst, Software and Services	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
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IDG Central Svcs	Facil	Facilities Manager	San Francisco CA	P. Murphy	P: 415-978-3365	F: 415-543-3984
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IDG GC	Admin	Office Assistant	San Mateo CA	D. Garza	P: 650-524-5701	F: 650-524-5730
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IDG News	Edit	Editor in Chief	Boston MA	J. Lynch	P: 508-935-4041	F: 508-935-4600
IDG News	Edit	Editorial Assistant	Boston MA	E. Heichler	P: 617-239-7841	F: 617-423-0240
IDG News	Edit	European Correspondent	Munich Germany	E. Heichler	P: 617-239-7816	F: 617-423-0240
IDG News	Edit	U.S. Correspondent, Boston	Boston MA	E. Heichler	P: 617-239-7841	F: 617-423-0240
IDG.net	Edit	Assistant Editor	San Francisco CA	J. Corral	P: 415-267-4562	F: 415-267-4558
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IDG.net	Prod	Assistant Product Manager	San Francisco CA	S. Huseby	P: 415-267-4517	F: 415-267-4558
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IDG/B	Admin	Administrative Assistant - On-line	San Francisco CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Admin	Administrative Assistant, International Sales	New York NY	C. Yam	P: 650-653-7198	F: 650-653-7513
IDG/B	Admin	Contract Coordinator	Foster City CA	C. Yam	P: 650-653-7198	F: 650-653-7513
IDG/B	Admin	Sales Support Associate	Foster City CA	H. Durbin	P: 650-653-7202	F: 650-653-7513
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IDG/B	Edit	Development Editor	New York NY	J. Meyers	P: 212-654-8504	F: 212-654-4731
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IDG/B	Mktg	Cover Coordinator	Foster City CA	H. Durbin	P: 650-653-7202	F: 650-653-7513
IDG/B	Mktg	Marketing Creative Direction Manager	Foster City CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Mktg	Marketing Creative Direction Specialist - Domestic Channels	Boston MA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
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IDG/B	On-line	Business Development Manager, On-line	San Francisco CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	On-line	Business Manager, On-line	San Francisco CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	On-line	Director/VP of On-line Content, Cliffs Notes/Dummies	San Francisco CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	On-line	Marketing Manager, On-line	San Francisco CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
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IDG/B	PR	Corporate Relations Writer	Foster City CA New York NY	J. Meyers	P: 212-654-8504	F: 212-654-4731
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IDG/B	PR	Publicist - Online, Consumer	New York NY	J. Meyers	P: 212-654-8504	F: 212-654-4731
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IDG/B	Sales	Educational Sales Representative	Indianapolis IN	M. Boese	P: 317-572-3359	F: 317-572-4001
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IDG/B	Sales	International Account Manager	Chicago IL	C. Yam	P: 650-653-7198	F: 650-653-7513
IDG/B	Sales	International Operations Supervisor	Indianapolis IN	C. Yam	P: 650-653-7198	F: 650-653-7513
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IDG/GMG	Edit	Managing Editor	San Francisco CA	W. Maruyama	P: 415-978-2229	F: 415-546-5225
IDG/GMG	Edit	PC Games Editor	San Francisco CA	W. Maruyama	P: 415-978-2229	F: 415-546-5225
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IDG/GS	Sales	Director of International Accounts	Framingham MA	P. Mylchreest	P: 415-676-3004	F: 415-331-0881
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IDG/WEC	Mktg	Marketing Manager (ComNet)	Framingham MA	T. Gump	P:	F: 508-935-4600
IDG/WEC	PR	Public Relations Manager	Framingham MA	T. Gump	P:	F: 508-935-4600
IDG/WEC	Sales	Sales Manager	Framingham MA	T. Gump	P:	F: 508-935-4600
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IS	Edit	Metrics Reporter	San Francisco CA	M. Thompson	P: 415-733-5478	F: 415-733-5403
IS	Edit	Metrics Staff Writer	San Francisco CA	M. Thompson	P: 415-733-5478	F: 415-733-5403
IS	Mktg	Director of Marketing & Brand Development	San Francisco CA	K. Zeida	P: 415-733-5449	F: 415-733-5402
IS	Mktg	Marketing Communications Manager	San Francisco CA	R.Sweeney	P: 415-733-5456	F: 415-733-5401
IS	Operations	Distribution Manager	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Prod	Production Manager	San Francisco CA	D. McAferty	P: 415-733-5472	F: 415-733-5403
IS	Sales	Account Executive	San Francisco CA	A. O'Hara	P: 415-733-5455	F: 415-733-5401
IS	Sales	On-line Traffic Coordinator	San Francisco CA	A. Bellia	P: 415-617-4121	F: 415-733-5401
IS	Sales	Sales Manager, Texas	San Francisco CA	K. Rodler	P: 415-617-4155	F: 415-733-5401
IS	Web Tech	Associate Producer	San Francisco CA	R. Berkowitz	P: 415-477-2466	F: 415-733-5401

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ITCareers	Sales	Sales Marketing Specialist	San Mateo CA	K. Flanagan	P: 650-312-0544	F: 650-286-2770
Tworld	Edit	Copy Editor	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Edit	Editorial Assistant	San Francisco CA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Edit	Managing Editor	San Francisco CA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Edit	Web Community Editor	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	IS	Director, Message Express	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	IS	List Administrator (3pm - 11pm shift)	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
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ITworld	Sales	District Sales Manager	New Jersey	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Sales	Regional Sales Manager	San Francisco CA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Web Tech	Designer	San Francisco CA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Web Tech	Director of Engineering	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Web Tech	Web Engineer	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Web Tech	Web Events Producer	Southborough MA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
ITworld	Web Tech	Web Producer	San Francisco CA	J. Rosetti	P: 508-303-9727	F: 508-303-9788
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Mac Pub	Edit	Associate Editor	San Francisco CA	K. DeNike	P: 415-243-3573	F: 415-442-0766
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Mac Pub	Edit	Copy Editor	San Francisco CA	C. Purdy	P: 415-243-3596	F:
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Mac Pub	Sales	Online Account Manager	San Francisco CA	S. Wu	P: 415-978-3272	F: 415-267-1742
Mac Pub	Sales	OnlineSales Manager	San Francisco CA	S. Wu	P: 415-978-3272	F: 415-267-1742
Mac Pub	Web Tech	Web Developer	San Francisco CA	P. Forrester	P: 415-243-3502	F:
NWW	Admin	Sales Assistant	Devon PA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Admin	Sales Assistant	San Mateo CA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Conf	Marketing Manager	Southborough MA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Edit	Associate On-line Editor, News and Newsletters	Southborough MA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Edit	Senior Editor	West Coast	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Edit	Staff Writers	Boston MA/DC	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Events	Vice President Events	Southborough MA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	IS	Database Architect	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Sales	District Sales Manager	San Mateo CA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Sales	District Sales Manager	Irvine CA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Sales	Fusion Account Executive	San Mateo CA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Web Tech	Web Software Engineer	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Web Tech	Web Software Engineer	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
PCW	Ad Sales	Account Manager	San Francisco CA	R. Kops	P: 415-978-3385	F: 415-442-1891
PCW	Ad Sales	Associate Publisher, pcworld.com	TBD	B. Ostrow	P: 508-370-0844	F: 508-872-6912
PCW	Circ	Subscription Marketing Manager	San Francisco CA	J. Apostol	P: 415-267-1798	F: 415-882-0936
PCW	Edit	Assistant Editor, Print Reviews	San Francisco CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW	Edit	Associate Editor, On-line Reviews	San Francisco CA	G. Frame	P: 415-978-3193	F: 415-442-0758
PCW	Edit	Copy Chief, PCWorld.com	San Francisco CA	R. Freed	P: 415-975-2677	F:
PCW	Edit	Copy Editor	San Francisco CA	K. Stein	P: 415-974-7362	F: 415-442-1891
PCW	Edit	Editor in Chief	San Francisco CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	Edit	Executive Editor, Print Features	San Francisco CA	K. Coldwell	P: 415-978-3290	F: 415-974-7316
PCW	Edit	Reporter	Boston MA	E. Bender	P: 617-482-2750	F: 617-426-0235
PCW	HR	Human Resources Assistant	San Francisco CA	K. Coldwell	P: 415-978-3290	F: 415-974-7316
PCW	IS	Applications Developer	San Francisco CA	N. Bailey	P: 415-978-3235	F: 415-442-1891
PCW	IS	Information Systems Specialist	San Francisco CA	M. Robles	P: 415-243-0600	F: 603-687-4488
PCW	Mktg	Presentation Specialist	San Francisco CA	S. Wong	P: 415-978-3181	F: 415-442-1891
PCW	Rsch	Research Analyst	San Francisco CA	B. Eichel	P: 415-978-3254	F: 415-974-7404
PCW	R&T	Benchmark Programmer	San Francisco CA	U. Diehlmann	P: 415-974-7429	F: 415-546-1673
PCW	R&T	Manager of Benchmark Development	San Francisco CA	U. Diehlmann	P: 415-974-7429	F: 415-546-1673
PCW	R&T	Performance Analyst	San Francisco CA	J. Kuta	P: 415-974-7430	F: 415-546-1673
Webby	Admin	Executive Assistant	San Francisco CA	R .Anderson	P:	F: 415-882-7092

IDG EMPLOYEE REFERRAL BONUS PLAN

Keep Spreading the News...

Just fill out this form and attach it to the resume. If the person you refer is hired you will receive a bonus of up to **$1,000***.

•**$1,000*** for each referral that results in a regular full-time or part-time hire within participating divisions.

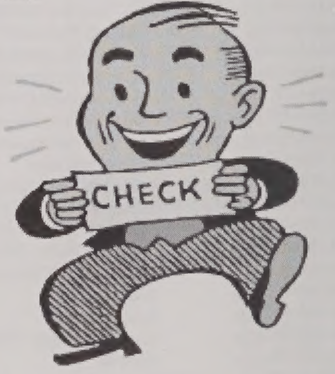
•**$500*** for casual part-time referrals working a minimum of 20 hours.

•With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize -- $2,000 Runner-Up -- $1,500

RULES

- Employees of all IDG Divisions are eligible to participate; however, you will only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days.
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within his/her own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.



Date:______________________________________
Applicant's Name:____________________________
Position Referred to:__________________________
Company Name:______________________________
Referred by: (Employee Name)___________________
Company Name:______________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

For Human Resources Only

Employee Receiving Bonus:__________________
Company Name:__________________________
Referred Employee:________________________
Company Name:__________________________
Date of Hire:____________________________
Ninety Day Date:_________________________
Charged to BU/Department#: _______________
H.R. Signature:__________________________
Bonus check to be given to:_______________
Bonus Amount: __________________________

**Referral bonus amounts may vary within IDG. Check with your Business Unit s HR Department for details.*
$1,000 and $500 bonus amounts effective for referred employees hired 4/1/00 or after.

Europe enters the ICe age

Europe's first ICe event will be held in Düsseldorf, Germany, Sept. 19-21. In addition, "Komm 2000 – the e-congress" will run parallel to ICe and will focus on digital market management, online advertising, media finance and e-strategy. A first of its kind in Europe, ICe Germany expects some 150 exhibitors and 10,000 e-business industry leaders and technology decision makers to attend. According to IDC, Internet users in Western Europe will grow to nearly 170 million in 2003, while e-commerce spending will grow to more than $430 billion in 2003.

ICe Germany offers attendees special exhibitions, presentations and information stages including a jobs and careers center, a developer's forum, the eTheatre — an applications-oriented session, and the Venture Capital Exchange — a forum catering to start-up companies looking for advice on how to take advantage of opportunities on the Internet.

Munich-based IDG World Expo GmbH will produce ICe in cooperation with IDG's Germany publishing companies.
For more information, visit www.iceexpo.de or contact Gunnar Kuechler at gkuechler@ksmesse.de.

ICe

continued from page 1

targeting e-commerce professionals looking to capitalize on the trends and technologies driving B2B e-commerce in a market that is expected to be worth $1.1 trillion worldwide in 2003."

It's all about eBusiness
Boston

IDG World Expo President ***Charlie Greco*** *(right) accepts the citation from Massachusetts Governor Paul Cellucci that declared the last week in March "Internet Commerce Week" in the Bay State in conjunction with ICe's Boston presence. According to the "Dotcommonwealth," a coalition of technology associations to promote Massachusetts, the Bay State has become one of the top two states (California is first) for IT-focused job growth in the U.S. and has the highest concentration of software and Internet companies and jobs per capita in the U.S. Massachusetts has 2,963 software and Internet-focused companies employing 138,000 professionals.*

The ICe Boston show continues to attract record-setting attendee numbers and well-known, respected keynote speakers including George Gilder, founding editor of Forbes ASAP and Eric Benhamou, CEO and chairman of 3Com Corp. The next U.S.-based event will be Sept. 11-14 at the San Jose (Calif.) Convention Center. IDG World Expo, which organizes the U.S. ICe events, expects 12,000 attendees and more than 175 companies to exhibit.

With six trade shows in the Asia Pacific area, ICe is the premier conference dedicated to B2B use of Internet Commerce, Intranets, Extranets and Web-based business solutions issues in China, Hong Kong, Taiwan, Japan, Singapore, and the Philippines. ICe was the first Internet Commerce Conference held in Singapore in 1997. ICe/Taiwan and ICe/Hong Kong will take place July 1, 2000. For more information on ICe trade shows in Asia, visit:

- www.idgchina.com
- www.idg.co.jp
- www.iceexpo.com/sg
- www.idg.com.tw

For more information on ICe Boston, contact IDG World Expo Director of Marketing **Wendy Heckel** at wendy_heckel@idg.com. WU

International *Network Worlds* share best practices

Network World's recent Global Product Support Center meeting ended with the Best Practices session in which participants shared a program or strategy they had implemented to improve operations in their company. Among the highlights:

- Italy published an extra edition of *Networking Italia* in the middle of the month, which generated incremental business and revenue that enabled them to publish this extra edition every two weeks.

- Germany implemented a "Best Ads" contest in which ads were compiled annually, reviewed, and awarded "Best Ad" status at a party. This was a great way to get the community involved and added value against rate deals.

- Poland added a special three-issue supplement about the Telecommunications Industry that was sponsored by Lucent, which was then sold to readers.

- Belgium ran a monthly "Job Universe" recruiting supplement in all three of its IDG magazines and packaged it with an online version.

- Denmark helped bring in more revenue with a special bonus distribution.

(L-R) ***Eva-Maria Behrendt****, publisher, NW Germany;* ***Evilee Thibeault****, president and publisher, NW U.S.;* ***Donna Pomponi****, senior district manager, NW U.S.;* ***Ann Mackay****, research director, NW U.S.*

- Bulgaria is offering Web courses with Novell and Microsoft to bring in additional revenue.

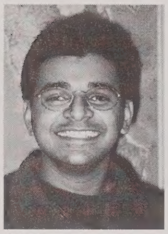
- Canada partnered with *Cable Magazine* to produce a quarterly supplement for which *Cable Magazine* provided editorial content and *Network World Canada* supplied the audience.

- *Network World* U.S. developed an ad campaign with testimonials from customers who use print, online and events. WU

noteworthy people

Wailgum

Ross


Shah

Holden

Wooldridge

Chirico

IDG WORLD UPDATE PHOTOS

Promotions

CIO Copy Editor **Tom Wailgum** has been promoted to associate editor. "Over the past several months, Tom has shown his creative side, proving his abilities as an editor," said Managing Editor **Cheryl Asselin**. "Those who work with Tom will agree that his work ethic is unmatched. He is one of the easiest people to work with and talk to. He shows tremendous follow-through and a devotion to quality. Though his presence (and his sense of humor) will be sorely missed on the copy team, he has a lot to offer the editing staff and the department as a whole."

IDC's **Cushing Anderson** has been promoted from senior analyst to program manager, Learning Services Research, which encompasses both the Interactive Training Services program and the IT Education and Training Services program. "By working very closely with the sales team, Cushing has helped double the number of clients in the Interactive Training Services program alone and now maintains a client load of more than 70 companies in both the Interactive and IT E&T programs," said **Ellen Julian**, director, Human Resourcing and Learning Services Research. "Clients rave about Cushing's speaking capabilities and now expressly retain him to present at their conferences."

PC World East Coast Senior Editor **Randy Ross** has been promoted to executive features editor for PCWorld.com. "I've worked with Randy for nearly three years," said PCWorld.com Editor-in-Chief **Bill Snyder**, "and have always found him to be a hardworking, professional editor and reporter, and a font of creative ideas. He's calm and good-natured when people around him are not and has managed to remain a real mensch in a tough, competitive business."

New employees

Copy Editor **Agam Shah** has joined the IDG News Service in Boston. He has a degree in business from the University of Bombay and recently finished his master's degree in journalism at the University of Wales in Cardiff. An inveterate globetrotter, Agam recently spent six months in London and India, where he covered technology for several news outlets, and would like to make Jamaica his next destination.

Previously with Adecco where she was a staffing coordinator, **Cynthia Holden** is IDC's new education coordinator, charged with updating IDC's Education Web site and managing quarterly orientations. She holds a B.S. in hotel administration from Cornell University and enjoys spending time with her husband and two dogs.

CIO has signed on **Mary Wooldridge** as office service coordinator/receptionist. She previously worked as a billing manager/receptionist at MetroWest Spine Clinic and in her spare time enjoys crafts and making wedding cakes.

Joseph Chirico is IDG World Expo's staff accountant. Previously a fund accountant with State Street Bank, he holds a B.S. in finance from Oakland University in Rochester, Mich. In his spare time he's designing a Web page called winelinks.net.

Previously a freelance consultant, **Benjamin Edlavitch** joins Mac Publishing, L.L.C. as an assistant Web producer. He earned a B.A. in biology and psychology from Washington University and enjoys music.

A recent graduate of the University of California/Santa Barbara with a B.A. in art history and photography, **Carla Davenport** has been hired by *The Industry Standard* as a junior designer. In her free time she enjoys sporting events, soccer and going to art shows.

ITworld.com has hired **Richard Friedman** to be senior editor, management and careers, in its Southboro, Mass., office. He was previously senior technology editor for *Network* magazine. He earned a B.A. in history from the University of Miami and an M.A. in journalism from the University of Missouri. In his spare time he enjoys bike riding and cross-country skiing.

ITworld.com has hired **Jessie Meier** as business development account manager. She was previously with Price Lampert Associates, Inc. as a program manager/account manager and graduated from Boston's Northeastern University with a B.S. in business administration with a concentration in marketing. When not raising two young boys, she likes to garden, ski and camp.

John Humphreys joins IDC as a research analyst in the Commercial Systems/Entry Server Market division. He was previously an exploration geologist with Burlington Resources. He holds a B.A. and an M.S. in geology from Miami University in Oxford, Ohio, and the University of Wyoming, respectively. Away from the office he enjoys kayaking, climbing, fly fishing and investing.

Previously marketing coordinator with The Boston Lock Co., **Karen O'Sullivan** is now a client service representative in IDC's Framingham office. She earned a B.A. in political science from Duke University, where she was also named an All-American in tennis, a sport she still enjoys, along with reading and her family.

IDC has hired **Paul Bugala** as a research analyst in its Network and Service Management group. He comes from Schwartz Communications, Inc. where he was an account executive. Paul has a B.S. in journalism from the Scripps School of Journalism at Ohio University.

Senior Research Analyst **Leo Lipis** comes to IDC from the Federal Reserve Bank of Boston where he was a senior analyst. He holds a B.A. in music and philosophy

continued next page

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19
Ann Finn *Network World*

15
Grace Castro *InfoWorld*

13
Nancy Grant *InfoWorld*

12
Norma Mena *IDG Argentina*

8
Christian Christiansen *IDC*
Harry McCracken *PC World*

6
Ron Boudreau *IDG Books*
Diana Hwang Lien *IDC*
Kimberly Stein *PC World*

7
Jill Nightingale *InfoWorld*

5
Naoyuki Sakai *IDG Japan*
Kaoru Iwakiri *IDG Japan*
Yuichi Tsujimura *IDG Japan*
Martina Reger-Völzing *IDG Germany*

4
Birgit Waltenburg *IDG Denmark*
Art Jahnke *CIO*
Felicia Howell *InfoWorld*
Michelle Mitchell *InfoWorld*
Sean Dugan *InfoWorld*

3
Linda Stark *IDG Books*
Michelle Fuller *Computerworld*
Helena Reistad *IDG Sweden*
Anne Swartz *CIO*
Trina Fletcher-MacDonald *InfoWorld*

2
Sean Lavey *IDC*
Rayna Meleedy *Computerworld*
Henrik Almén *IDG Sweden*
Marilyn Mullins *IDG Central Services*
Karen Ko *PC World Hong Kong*
Apple Wong *IDG Hong Kong*
Amy Cray *IDG*
Terri Walsh *IDG*
Adebayo Omololu *InfoWorld*
Dhyana Wood *InfoWorld*
Joseph Benway *InfoWorld*

1
Lau Tong-Yen *IDC Singapore*
Claudia Kirschhoch *IDG Books*
Wendy Lee *IDG Books*
Keith Navratil *IDG Books*
Peter Short *IDC*
Jennifer Taylor *IDC*
Dorothy Turcotte *IDC*
Andreas Johansson *IDG Sweden*
Brian Wood *Network World*
Diana Hermes *IDG*
Jennifer Malkasian *IDG List Services*
Mark Pace *InfoWorld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

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from Emory University and an M.A. and Ph.D. in philosophy from the State University of New York/Stony Brook. He is also a choral singer who has performed with the Boston Symphony Orchestra.

Katharine Bright joins *PC Advisor* inthe U.K. as a production editor. She most recently held a similar post at Hill Publishing, a small London-based company. Katharine has a B.A. in ancient history and archaeology from Exeter University and in her free time enjoys cooking, running and weight training.

Linda Frank joins *Computerworld* as a copy editor, coming from her role as assistant editor for TAB newspapers. She earned a B.A. in psychology from Boston State College and sings with an all-women's chorus.

Gregory Graalfs has signed on as director, strategic brand design for IDG Books in Foster City, Calif. He was recently senior manager, design services for The Learning Company. Gregory earned a B.A. from the University of California/Santa Cruz, where he completed an independent major called "Art of the Book." He also has an M.B.A. from Boston University. When he's not biking or playing tennis, Gregory enjoys writing and just completed a short story that he'd like to have published.

Returning employees

A senior writer at *InfoWorld* from 1990-91 and an editorial staffer at IDG's Peterborough, N.H., office from 1985-90, *CIO* Features Editor **Lafe Low** returns to IDG after a stint as an acquisitions editor at The Globe Pequot Press. He has also been the editor of *Outdoor Adventure* magazine and executive director of the Adventure Club of North America. He earned a B.A. in journalism from Keene State College in New Hampshire and enjoys skiing, mountain biking, sea kayaking and tae kwon do.

Transfers

Previously a research manager with *PC World*, **Sandra O'Boyle** now holds a similar title with *The Industry Standard*. She graduated from Dublin, Ireland's Trinity College with a B.S. in management with an emphasis in marketing. A recent U.S. citizen, she enjoys exploring San Francisco's neighborhoods and restaurants and playing racquetball.

Marketing Research Analyst **Karen Edson** moves from *PC World* to *The Industry Standard*. She holds a degree in agriculture business from California Polytechnic State University in San Luis Obispo and enjoys sports, particularly skiing.

Low

Computerworld Sales Manager **Laurie Gomes** is now *PC World*'s New England account manager, working out of its Framingham, Mass., office.

Gomes

IDG WORLD UPDATE PHOTOS

Macworld Acting Managing Editor **Paul-Michael King** moves to *PC World* as assistant managing editor. "Paul has enjoyed a long and illustrious career with IDG," said *PCW* Managing Editor **Kimberly Stein**. "He began working for *Publish* 11 years ago as copy editor, then moved to *Macworld* nine years ago, where he rose through the ranks of the copy edit department."

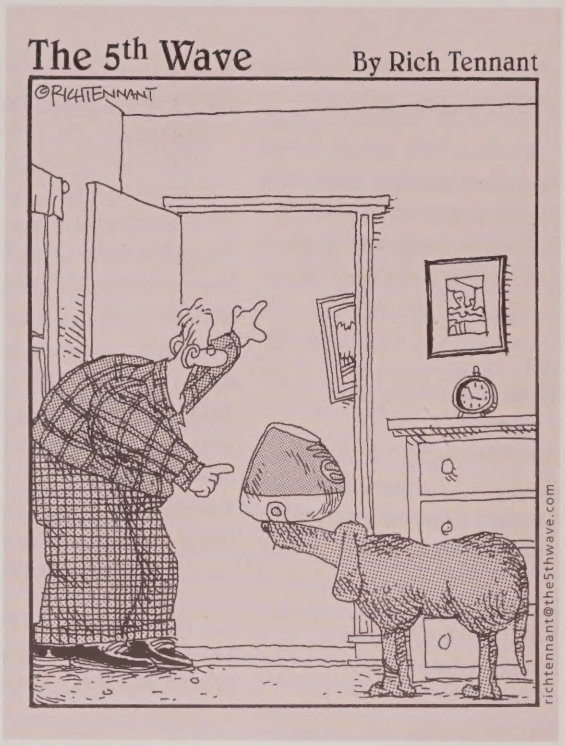
All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

off line

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by May 23.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.



Coming up

Media Summit
May 3
Museum of Modern Art
New York, N.Y.
www.thestandard.com/mediasummit
800-255-4388

IDG European Online Meeting
May 3-5
Warsaw Marriott
Warsaw, Poland
Contact: gwsc@idg.nl

The Webby Awards
May 11
The Masonic Center
San Francisco
Contact: John Caron, event manager
john@webbyawards.com
Tel: 415-974-7400
www.webbyawards.com

InfoWorld's CTO Forum
May 15-17
The Palace Hotel
San Francisco
http://marketing.infoworld.com/ctoforum/

IDC's StorageVision Conference
May 17
The Fairmont Hotel
San Jose, Calif.
Contact: Tammy Whidden
twhidden@idc.com
Tel: 508-935-4660
www.idc.com/events/svis/

Global Internet Summit
An Industry Standard event
May 22-24
Hotel Arts
Barcelona
www.thestandard.com/global

VORTEX
May 23-26
The RitzCarlton Laguna Niguel
Dana Point, Calif.
IDG Executive Forums
Tel: 650-312-0545
www.vortex2000.com

Latin America Breakfast Briefing
"Latin America's Telecom Odyssey"
May 23
Coral Gables, Fla.
Tel: 305-267-2616
www.idc.com/idcla

PC World Global Product Line Meeting
May 31-June 2
Hilton London Metropole
London
Contact: Samantha Ritchie
samantha_ritchie@idg.com

and finally.

The number of Internet users in Latin America will more than double from 13.3 million by yearend 2000 to 29.6 million by yearend 2003, according to a recent IDC report.

The breakdown of users currently in the region is:

Brazil	41%
Mexico	21%
Argentina	10%
Chile	6%
Colombia	6%
Venezuela	5%
Rest of region	12%

For more information contact **Annika Alford**, program manager for IDC's Latin America Internet Research, at aalford@idc.com.

IDG WorldUpdate

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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CW, IGS, Microsoft, Compaq collaborate on Windows2000 Advantage

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Celebrating the launch of the French Windows2000 Advantage microsite in drizzly San Francisco are (standing, l-r): Elizabeth Kain, Microsoft Corp.; ***Linda Holbrook****, Computerworld; Jann Kishbaugh, Compaq; John Goodsill (with umbrella), Microsoft;* ***Stefanie McCann****, Computerworld;* ***Ellen Fanning****, Computerworld;* ***Bruce Hoard*** *(with umbrella), Computerworld;* ***Ron Milton****, Computerworld; Heather Crawford, Compaq; and* ***Ginny Pohlman****, IDG Global Solutions. (Seated, l-r): Peggy Murrell; Compaq,* ***Marge Bonomo****, Computerworld; and Sean Glynn, Compaq.*

Three may be a crowd, but it's a happy one for IDG. *Computerworld*'s Enterprise Business Solutions group has been collaborating since last July with Microsoft Corp. and Compaq Computer Corp. on a successful Web site/print magazine package that promotes the software giant's Windows NT and Windows 2000 operating systems on Compaq's systems.

The goal of the Windows 2000 Advantage package – taglined "The Web magazine for IT leaders implementing Windows NT/2000 with Compaq services and solutions" – is to disseminate useful news on Microsoft's Windows 2000 operating system and information on how to integrate it with Compaq's systems and services. The custom-publishing, integrated marketing program features a Webzine (www.windows2000advantage.com) offering Windows 2000 users and IT executives up-to-date news and a peer network of viewpoints, surveys, live

continued on page 4

IDG posts record Q1 ad page growth in U.S.

IDG ended the first quarter with record gains in U.S. ad page growth, posting an increase of 35%, largely on the strength of impressive results from *The Industry Standard* (up 544%), *Network World* (up 59%), *CIO* (up 49%) and *GamePro* (up 6%).

IDG's Q1 performance surpassed the overall market growth of 10% and significantly outpaced Ziff, where pages fell 10%, and CMP, where pages were down 11%, according to IMS/The Auditor, an independent ad-tracking firm.

IDC looks to fill information need in growing ASP market

There are changes afoot on the IT horizon, and IDC is ready with a roadmap.

The growth of ASPs – application service providers – is disrupting the IT industry's status quo. Corporations are looking to better manage and use their applications and are turning to ASPs for help. IDC's newest conference, the AppSourcing Forum, debuted last month in San Francisco with the aim of helping the 515 attendees make sense of this emerging multi-billion-dollar market.

The conference, taglined "Managing and Growing a World-Class ASP Business," targeted the burgeoning ASP community. "It was a sold-out event — a coup for a first conference," said **Meredith McCarty Whalen**, IDC program manager, Internet Services and ASP Research.

According to Whalen, an ASP differs from traditional service firms, such as system integrators and consultants, in that "the ASP service is one that is based more on technology than people.

ASP News Review
ASPnews.com
ITworld.c
SOFTWARE
MAGAZINE

IDG WORLD UPDATE

IDC's ***Meredith McCarty Whalen*** *noted that "ASPs are the hottest new technology business, because software being delivered as a service is the future of the IT industry."*

Consultancies are people-based businesses in which a high degree of customization typically takes place around the application development or de-

continued on page 2

ASP

continued from page 1

IDC
Analyze the Future

Meredith McCarty Whalen *(l) and* **Clare Gillan** *(r) were among the IDC speakers at the first AppSourcing Forum.*

IDG WORLD UPDATE

ployment. The ASP seeks to provide a one-to-many business model in which the ASP automates the implementation and management of the application environment. Very little customization takes place.

"ASPs are the hottest new technology business," she continued, "because software being delivered as a service is the future of the IT industry."

"The ASP market is forming at warp speed. It will exceed a 90% compound annual growth over the next five years, approaching $8 billion in 2004," said **Clare Gillan**, IDC's group vice president, Applications and Information Access Research. "These numbers are staggering, considering the many outstanding issues pertaining to business models and quality of service and that ASP partnerships are still being defined — and, in many cases, redefined."

According to Whalen, the evolving ASP business model presents opportunities for new partners, pricing plans, ways of marketing and selling, and targeting customers.

"Organizations are suffering from application indigestion," she said. "The releases for new applications are coming too fast and furiously, requiring organizations to spend too many of their precious IT resources on managing these application environments. Additionally, with the advent of e-commerce applications, we are seeing more organizations looking for a way to rapidly implement these applications. Oftentimes organizations do not have the internal resources needed to implement these new applications."

What the IDC AppSourcing Forum delivered was ways to tackle these changes, drawing upon IDC's in-depth ASP research and analyst experience, case studies and advice from other ASP executives.

IDG WORLD UPDATE

IDC Sales Manager, Conference Business Development **Laura Milewski** *had some onsite logistical assistance courtesy of IDC Italia's Conference Business Development Manager/EMEA* **Francesco Corra**, *who was on hand to observe how the U.S. staff organizes major events.*

Other IDC members speaking or moderating panels at the conference included: **Traci Gere**, vice president, U.S. Services Research; **R. Paul Mason**, vice president, Infrastructure Software Research; **Stephen Graham**, vice president of Global Partnering and Alliance Strategies Research; and **John Gantz**, senior vice president and chief research officer. *CIO* Executive Editor, Investigations **Christopher Koch** also led a panel discussion.

"ASPs are setting customer expectations to a new high, conditioning them to want applications and related technology that is more accessible, more affordable, more predictable and more reliable," Gillan said. "Virtually every IT vendor, from applications vendors to server vendors, is re-evaluating its pricing and channel models in light of these changing expectations."

In Gantz's opinion, customization is the enemy of service providers. "ASPs need to serve the needs of many and not get sucked into time-consuming and inefficient customization applications," he told attendees. "Some of you will be market leaders in six years, and some of you will be millionaires in three years!"

The next AppSourcing Forum will be June 29-30 in Boston (www.idc.com/Events/asf00/default.htm).

For more details on their presentations, contact Meredith McCarty Whalen at mwhalen@idc.com or Clare Gillan at cgillan@idc.com. For information on the AppSourcing Forums or other IDC conferences, contact **Elisa Van Dam** at evandam@idc.com.

What does an application service provider do?

By using an application service provider (ASP), firms essentially "rent" access to enterprise applications, such as enterprise resource planning packages, office productivity tools and gaming applications, among others.

An ASP vendor packages applications and related services for delivery over networks from a central facility. With an ASP, a customer can use new applications without an initial investment in licenses, servers or manpower. This threatens to eliminate existing ways of doing business for all sorts of IT vendors.

Next for IDC: StorageVision Conference

IDC's StorageVision Conference will be held May 17 at The Fairmont Hotel in San Jose. Sponsored by *Computerworld* and four major storage vendors, the event features eight IDC analysts and top industry CEOs who will outline major trends in the booming storage market.

IDC projections show that the total worldwide disk systems market will surge to $46.3 billion in 2003, driven primarily by networked storage.

For more information contact **Tammy Whidden** at twhidden@idc.com or go to www.idc.com/events/svis.

primer

back to basics

Advertising sales

***Mark Foster**, advertisement director of PC Advisor in the U.K., is this week's columnist.*

Sales jargon

ROP advertising Old newspaper term for "Run Of Paper" meaning that an ad can be placed anywhere in the paper; it now means the same for all print media. "Run Of Site" is now used for online ads in the same way.

Ad/edit ratio The ratio between the number of ad and edit pages printed in an issue. 60:40 is a typical/desirable ratio for paid-for titles, whereas controlled circulation titles can often have ratios nearer 70:30.

Sales tools Visual aids, research documents, and hardware used by a rep in a sales call.

Creative The combination of graphics and copy that make a print ad, visuals and soundtrack for a TV ad, or visuals, sound and animation for an online ad. Ad campaigns for the same product in the same media can often have different creative.

Q What are a successful salesperson's most important attributes?

A Apart from the obvious skills required for building rapport, such as good listening, questioning and preparation, the ability to "delight" the customer by under-promising and over-delivering is probably the most important. Also, being able to set oneself high goals and having the determination to consistently achieve them is what sets an exceptional salesperson apart from a merely good one.

Q What are some of the different cultural considerations ad salespeople in the U.K. face compared to their counterparts elsewhere?

A Maybe 10 years ago the culture difference was more noticeable, but increased globalization in IT marketing has definitely eroded it in recent years. The U.K. is, however, still one of the most ferociously competitive markets to work in, with nine titles in the *PC World* sector alone. The resulting low CPMs and heavy discounting have until recently been a hallmark of the U.K. ad scene. In addition, with the U.K. having more national newspapers per capita than any other country in the world, U.K. agencies place a disproportionately large share of IT print advertising in this area.

Although I have not sold in other countries, from conversations with colleagues it seems that U.K. salespeople face a mixture of all the issues faced by their counterparts. The strong concentration on the cost-per-page experienced in the U.S. is also found in the U.K. but to a lesser extent. The demand for local syndicated research found typically in Germany and Scandinavia also applies in the U.K. to some degree, as does the Spanish predilection of some local PC assemblers for local publishers over international publishers. Parts of the U.K. market also share some of the Italian market's tendency for heavy discounting, although this is decreasing.

Q What differences are there between selling to a client and selling to an agency?

A Different things keep them awake at night. Clients are generally more interested in market intelligence to gain competitive advantage than comparative information on media, so you must always start conversations with them concerning their market, products, customers, competitors and marketing goals before making the case for your own publications. The biggest nightmare for agencies is to lose the account, so making an agency look a hero in the client's eyes is vital to your sales approach. They need objective quantitative research on which to base their media recommendations and a feeling that the client loves you and will be glad to see your publication on their media schedule. They need to feel in the loop on discussions you have with the client.

Q What are your tips for selling in a declining market?

A Concentrate on growing or maintaining volumes and signing long-term contracts at all cost. Gear the discount structure on the rate card to reward both. Go for exclusivity deals where possible and sell additional services other than standard ad space. Seeking new revenue streams by getting even closer to the top clients is vital.

Q What is a cold call? Do IDG sales reps typically do a lot of cold calling?

A A cold call is when a salesperson calls someone he or she has never called before to pitch for business. Some calls are colder than others, but most IDG reps are calling clients and agencies who are aware of IDG and its products and services, so they are not going in completely cold. However, because of high staff turnover in IT companies and agencies, they are often calling to introduce themselves to a new decision maker.

Q Do clients typically buy one issue only or do they generally sign up for several weeks or months or even a whole year?

A It depends on the market and the frequency of the publication. Display advertising in weeklies tends to be in bursts of several weeks. Fifty-two-week display schedules in weeklies are generally rarer than the frequent 12-issue contracts in monthlies. Companies selling direct off the page (OTP) are more likely to run every issue than those selling through dealers, as that is their shop window. Clients buying one issue a year are the exception rather than the norm.

Mark Foster may be reached at mark_foster@idg.com. Part one of his column ran in the April 24 issue.

W2K Avantage site on the move

At February's Windows 2000 Expo in San Francisco, organized by IDG World Expo, attendees could log on to a "mobile" laptop (l) to see the Windows 2000 Advantage Web site.

CW's Enterprise Business Solutions at-a-glance

Location Framingham, Mass.

Number of employees 6

Established February 1999

Mission Creating new revenue high-growth lines of business

Products Conferences, white papers, Web publishing.

Recent accomplishments The first Storage Networking World Conference, held this April in Palm Desert, Calif., drew 584 attendees, 22 sponsors, 43 exhibitors and 12 advertisers and brought in $1.235 million in revenue. (See www.computerworld.com/snw for more information.)

Windows

continued from page 1

chats, columns, Q&As and in-depth stories on topics from mobility to migration.

The Windows 2000 Advantage idea was developed by **Linda Holbrook**, *Computerworld* vice president of key accounts, and Microsoft, which then brought Compaq into the mix.

The U.S. site was launched in June 1999. IDG Global Solutions' (IGS) role was to manage and expand the international part of the program. Last October, IGS set up meetings for Microsoft, Compaq, IGS and *CW* to present the program in London, Paris, Munich and Milan to the country managers of IDG, Microsoft and Compaq. In Germany, where a relationship among the teams was already in place, the meeting included a demo of the native-language microsite that went live in November (www.computerwoche.de/windows2000advantage). The meeting in France spawned the French site (www.toutwindows2000.com), which went live in March. Also this year, the program expanded to Scandinavia, and there are Windows 2000 Advantage banner ads on the sites of IDG publications in Norway, Sweden, Finland and Denmark, as well as the Netherlands, that take readers to the U.S. Advantage site.

Content from the site, which changes weekly and is managed by CW's Enterprise Business Solutions group, is then used in biweekly two-page advertorial spreads, clearly labeled "Special Advertising Supplement," in the *Computerworld*s of the U.S., France, Australia, Canada, Germany, Hong Kong, the U.K., Italy and Singapore. Readership is estimated at 1.4 million for the print advertorials alone, while more than 20,000 unique readers tap into the Web sites. Eighty percent of the online readers come from the U.S.; the remaining 20% log in from the U.K., Germany, Australia, Canada, the Netherlands, France, Brazil, Japan, Sweden and Singapore, in that order.

"IDG's custom publishing programs provide IT leaders with new, creative options for their strategic, integrated marketing campaigns," said IDG President and CEO **Kelly Conlin**. "By combining our industry expertise and market insight with the technical knowledge of Microsoft and Compaq, we deliver a vehicle that provides insight into real-world product performance, best practices and peer reviews, while offering a valuable link between technical achievements and business results."

Developed by Computerworld's Enterprise Business Solutions division, the program is Microsoft's larges original equipment manufacturer project and Compaq's first worldwide cross-organizational project for its desktop, servers, portables and services business units. It is also the first time the two firms have partnered so early in advance of a major launch. (Windows 2000 was released in February of this year.)

"The companies' vision is to have computer users look to Compaq and Microsoft when they seek guidance on deploying Windows 2000 solutions," said **Ron Milton**, vice president and general manager, Enterprise Business Solutions. "Computerworld's custom publishing [helped] put this vision into action by creating an ongoing forum in which computer users can interact with peers and technologists looking to benefit from collective knowledge on making purchase decisions, testing and implementing business-critical solutions."

Windows 2000 ADVANTAGE

On the German Advantage site users can order a demonstration CD-ROM of Windows 2000, read updated IT industry news from the *Computerwoche, Network World Germany*, *Computerworld U.S.* and Microsoft Germany sites, and sign up for e-mail newsletters. Monthly page views of the site, which is promoted in *Network World Germany*, *Computer Partner*, *Software Catalog* and *Freelance Informer*, jumped from 1,353 in November 1999 to 7,961 this January.

Quirin Stadlmeier, strategic alliance manager with Compaq Germany, said, "The structure and the editorial process of the Advantage Web site is working perfectly. We think that the site is an efficient tool to provide interested customers with relevant information about Windows 2000."

In the Southern Hemisphere, Eric Freeman, Compaq Australia's alliance manager, said, "I've been promoting the site to an external audience through collateral, and to our internal audience we've published a Windows 2000 newspaper with an article about the site, specifically mentioning that it is a joint venture between *Computerworld*, Microsoft and Compaq. It's a fantastic resource."

The Windows 2000 Advantage program is scheduled to end in June. However, **Ginny Pohlman**, IDG Global Solutions vice president, global accounts said, "We're getting a clear sign that [Microsoft and Compaq] want to continue."

IDG

Monday, May 1, 2000

Junior Financial Analyst (CIO) CIO is seeking a highly organized individual to join their finance team. The ideal candidate will possess strong accounting and analytical skills, ability to multitask, and effective PC abilities (Excel, Word, PowerPoint). Strong customer service focus and detail orientation required. Will handle payables, reconciliations, miscellaneous billings, journal entries, processing purchase orders, record keeping and assisting in the development of financial controls and policies. Qualified candidates will possess a business degree with 3-5 years experience along with the ability to work in a team setting.
Location: Framingham MA
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

Sales Associate (CW) In this position you will develop relationships with and provide quality customer service to existing on-line advertising customers. Responsibilities will include working with sales force to develop RFP responses, following up with customers regarding advertising materials and insertion orders, receiving banner advertisements and coordinating with on-line production group for posting of materials. In addition, you will review traffic data for integrity, ensure billing system is generating accurate client bills and provide weekly on-line forecast reports. You will collaborate with all sales representatives to incorporate on-line advertising in customers' media schedules and purchasing plans and maintain availability of all on-line opportunities. Excellent communication/organizational skills and the ability to operate in a fast paced environment are a must. Knowledge of on-line advertising is desirable.
Location: Framingham MA
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Intern, Internet Security (IDC) Must have strong writing and database skills. Must know Microsoft Access, Microsoft Excel, and Microsoft Word. Must have a high degree of proficiency with Internet search engines. Must work to deadline and must be able to work on his/her own. Independent and creative thinking desirable. Sailing skills are a plus but not critical. *Location: Framingham MA*
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Marketing & Business Development Manager (IDC) Seeking a creative and motivated person to formulate our marketing strategy for Latin America including positioning, brand building, business development, strategic alliances and promotion. Individual will use traditional and web-based marketing to create effective brand messaging and create programs to generate new customers. Individual will be responsible for the PR program, our Web presence, identify, develop and maintain relationships with key strategic partners and alliances, research industry and clients to maximize competitive advantage, develop and manage marketing budget, and work with sales department to augment sales. Must have 4-6 years solid marketing experience in Latin America, have strong leadership skills and proven ability to create strategic plans and manage resources to deliver quantifiable results. Management experience is key. Bilingual (English/Spanish/) a plus. *Location: Miami FL*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Research Manager / Director, Enterprise System Management Software (IDC) Seeking a self-starter to perform market research and analysis in the areas of middleware and other infrastructure software to enable application integration and business-process automation. The position is in IDC's Infrastructure Software Research area in the Software Research Group. We require at least an BA/BS degree in business, science, computer science or similar. Several years experience in computer software in some capacity is essential, and the successful candidate would have knowledge of distributed enterprise application architectures, client/server and multi-tier infrastructure and of enterprise middleware. Must have good writing and presentation skills. *Location: Framingham MA*
Contact: D. Siegel, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

IT Market Research Consultant (IDC Asia/Pacific) Selected candidate will be responsible for consulting activities and conducting customized market research studies in Hong Kong and the Asia/Pacific region. Requirements: Familiar with IT industry trends and market dynamics, experience and knowledge of market research tools and techniques, job experience in the IT industry in marketing/ product management/ channel management/ strategic planning functions of at least 3 years. Post-graduate degree or a bachelor's degree in Computer Science/Technology or equivalent qualification, excellent spoken English language skills, strong English writing skills, strong quantitative and analytical aptitude are desired. *Location: Singapore*
Contact: D. Philbin, Fax: +65-335-0778, Phone: +65-220-6116, Email: dennis philbin/singapore/apac/idc

Market Analyst, Systems and Servers Research (IDC Asia/Pacific) Reporting to the regional Associate Director of systems and servers, the position will include the following job responsibilities: Construction and maintenance of various information resources covering the server and workstation markets, collecting information within Hong Kong, and coordinating the regional data collection process with 10 country analysts, assisting in the development and production of reports, bulletins and other forms of market analysis, establish/Maintain vendor and channel partner relationships within the Asia/Pacific region, provide customer inquiry support. Degree/Diploma in Business, Computer Science/Technology or its equivalent, 1-2 years experience in IT/ Market Research or associated field, should be comfortable analyzing large amounts of data, ability to speak and write good English is necessary. *Location: Singapore*
Contact: D. Philbin, Fax: +65-335-0778, Phone: +65-220-6116, Email: dennis philbin/singapore/apac/idc

Market Research Support (IDC Canada) IDC Canada is planning a more co-ordinated approach to conducting CIS driven end-user research. As well as controlling research expense, this will better enable use of survey information across all product areas. In addition, IDC Canada plans to implement a centralized database of vendor based information _ giving all IDC Canada staff access and enabling a more complete view of the vendor's revenues, staffing, strategies etc. IDC Canada is looking for a person who, working with IDC Canada's Research Manager, can help implement these initiatives. In addition, this person will assume responsibility for the Executive Series of reports. Requires: writing skills, familiarity with the use of Microsoft Office and the ability to use Access and HTML pages.
Location: Toronto Canada
Contact: J.McLean, Email: idc_jobs@idc.com

Research Analyst, Domestic Software (IDC Canada) IDC Canada seeks an Analyst for the Canadian Software Program. Successful candidate needs proven research, analytical, writing, and oral communications skills and basic MS office computer skills. Background in software industry strongly preferred; knowledge of ERP and/or other application solutions markets a plus. Should have at least 1- 2 years of complimentary work experience.
Location: Toronto Canada
Contact: J.McLean, Email: idc_jobs@idc.com

Facilities Manager (IDG Central Svcs) The Facilities Manager will be responsible for the overall management and allocation of space to provide an efficient, functioning work environment at an effective cost for IDG business units at 501 Second St. Areas of primary responsibility include facility maintenance; space management and design; furniture and equipment; health and safety programs; and security. He/she will provide leadership and direction for the Facility department staff. Requirements include 4 to 6 years' experience in supervising facility-related services. Candidates should be familiar with bid evaluation, structural standards and requirements, and purchasing/accounting principles. Must also have a thorough understanding of space design and layout and knowledge of construction planning and estimating practices. *Location: San Francisco CA*
Contact: T. Simms, Fax: 415-267-1777, Phone: 415-974-7327, Email: todd_simms@pcworld.com

Production Assistant (part-time) (IDG GC) The Production Assistant will work with staff and customers in order to maintain and post information on all supported websites. Primary responsibility includes content management of various web applications. Qualifications: 2-3 years experience using Win 95/98/NT and System 8. At least 1-2 years experience of PDF, FTP, Dream Weaver, Photoshop, Netscape Navigator, Internet Explorer, Lotus Notes, Microsoft Office 2000: including PowerPoint, Word, Excel, Access. (not all are required). Also, strong typing and data entry skills, and an understanding of database structure and management. Experience with multimedia and web-authoring tools is a plus. Required: excellent customer services skills, proven communication skills, ability to pay attention to detail, and most of all the ability to be a self-starter. Part Time/No Benefits. *Location: San Mateo CA*
Contact: L. Browne, Fax: 415-267-1742, Phone: 415-978-3347, Email: lisa_browne@idg.com

Acquisition Assistant (IDG/B) The Acquisitions Assistant will apply strong organizational skills to perform acquisition-based administrative responsibilities. Specifically, this position will handle customer and author issues and perform clerical duties. Acquisition work involves researching categories and competitive titles, assisting in the preparation of publication packets and tipsheets, updating publication schedules, tracking vendor invoices, creating spending reports, and processing author payments. Candidates should possess excellent communication skills and proficiency in Excel, Word, ACT, PowerPoint, and Access. Ability to work well under pressure and prioritize multiple deadlines is essential. A college degree and publishing experience preferred. *Location: Chicago IL*
Contact: J. Meyers, Fax: 212-654-4731, Phone: 212-654-8504, Email: nyjobs@idgbooks.com

Development Editor (IDG/B) Seeking a strong Development Editor to work PART-TIME on our Test Prep brand. Candidate must have 1-2 year's expertise in the test prep field. Candidate needs to have strong communication, writing, and negotiation skills. Can-do attitude, ability to juggle multiple projects, and meet deadlines are essential.
Location: Indianapolis IN
Contact: J. Meyers, Fax: 212-654-4731, Phone: 212-654-8504, Email: nyjobs@idgbooks.com

Contracts Coordinator - Subrights (IDG/B) We are looking for a detail-oriented team player with 2 years contract administration or general administrative experience. Legal experience a plus. Excellent organizational and communication skills. Ability to efficiently manage multiple tasks simultaneously with great attention to detail. Ability to communicate with all levels of staff, customers, vendors, and licensees. Ability to maintain strict confidentiality. Knowledge of Word and Excel required; FileMaker Pro a plus. *Location: Foster City CA*
Contact: C. Yam, Fax: 650-653-7513, Phone: 650-653-7198, Email: cajobs@idgbooks.com

Editor (IDG/B) Candidates should have 1-2 years or more experience acquiring and editing manuscripts, negotiating contracts, writing copy, scheduling titles for publishing seasons and all aspects of working to publish and promote 12-24 titles a year. Interest in or experience with pets highly desirable. *Location: New York NY*
Contact: J. Meyers, Fax: 212-654-4731, Phone: 212-654-8504, Email: nyjobs@idgbooks.com

Financial Analyst (IDG/B) Finance Department seeks a highly organized and detail oriented individual who will research, report and analyze expenditures. Other responsibilities are P&L forecasting, provide financial support to departments, assist Business Manager with general business management and planning. The successful candidate must have strong Excel skills, excellent written/verbal skills, and be able to work independently or in a team environment. BA or BS in accounting/related. 2+ years of experience. *Location: New York NY*
Contact: J. Meyers, Fax: 212-654-4731, Phone: 212-654-8504, Email: nyjobs@idgbooks.com

Financial Business Manager (IDG/B) Act as a consultant and finance representative while overseeing the business management and planning functions for the Consumer Reference Group. Responsibilities include budgeting, forecasting analysis, administration of contracts, P&L, and month end close. The successful candidate is highly organized, and detail-oriented. Must have superior Excel knowledge, excellent written and verbal skills. BA or BS in accounting or related. Minimum of 5 years experience (2 years in supervisory situation). *Location: New York NY*
Contact: J. Meyers, Fax: 212-654-4731, Phone: 212-654-8504, Email: nyjobs@idgbooks.com

IS Administrative Assistant (IFW) Administrative Assistant to provide support for their IS team. Working as a vital part of the team in a fast-paced environment, you will assist the IS staff by answering Help Desk support phone calls, coordinate order processing and fulfillment, coordinate all invoicing and billing and handle general administrative responsibilities for the IS staff. Qualified candidates must be highly motivated and be able to maintain excellent rapport with internal clients (IFW employees) and assist them with questions, problems or concerns. Attention to detail, and excellent organizational skills are essential. Strong computer skills with knowledge of Lotus Notes a plus. Position offers opportunity for growth and entry into the technical support field. *Location: San Mateo CA*
Contact: B. Omololu, Fax: 650-525-3464, Phone: 650-312-0689, Email: resumes@infoworld.com

On-Line Sales Associate (IFW) InfoWorld is seeking a Sales Associate to provide support for their On-Line Sales Team. As a vital team member in a fast-paced environment, the On-Line sales Associate will post and monitor on-line ad campaigns through DART, track on-line advertising activity on competitive Web sites, prepare sales reports, update and coordinate sales sheets, media kits and presentations. This position is the ultimate information source for on-line sales, and requires great organizational, time management and oral/written communications skills. Genuine enthusiasm for on-line publishing and passion for learning are "musts". Candidates will be PC proficient with MS Word, Excel, and PowerPoint. *Location: San Mateo CA*
Contact: J. Ekstrom, Fax: 650-312-0580, Phone: 650-312-0527, Email: julie_ekstrom@infoworld.com

Associate Editor, SunWorld, ITworld.com (ITworld) Join IDG's SunWorld and give your career a jump start! We are offering a terrific opportunity for a creative, self-motivated, up and coming editor. Get set to partner with a dynamic team and use those writing/analytic/journalistic skills to the max; Develop, assign, and edit technical columns, features, news stories, and other content; Develop and maintain effective relations with authors; Act as a representative at trade shows, press conferences, and industry events Two to three years of editorial experience preferred. Familiarity with Sun technology, products, and market a plus. Send in your resume if you enjoy keeping up with new technologies and have a strong desire to learn. *Location: San Francisco CA*
Contact: J. Rosetti, Fax: 508-303-9788, Phone: 508-303-9727, Email: jobs@itworld.com

Senior Designer (NWW) Seeking a talented senior designer with 5+ years experience in print publishing to join our award-winning art team. Primary responsibilities will include designing feature layouts and information graphics. Must have a good eye for typography. Illustration skills a big plus. Ideal candidate will be a self-starter with a positive attitude and excellent organization skills. The ability to work in dead-line drive, team oriented environment is essential! Must have experience with Freehand or Illustrator, Photoshop and QuarkXpress. *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

IDG EMPLOYEE REFERRAL BONUS PLAN

Keep Spreading the News...

Just fill out this form and attach it to the resume. If the person you refer is hired you will receive a bonus of up to **$1,000***.

- **$1,000*** for each referral that results in a regular full-time or part-time hire within participating divisions.
- **$500*** for casual part-time referrals working a minimum of 20 hours.
- With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize -- $2,000 Runner-Up -- $1,500

RULES

- Employees of all IDG Divisions are eligible to participate; however, you will only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days.
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within his/her own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date:____________________________________

Applicant's Name:____________________________

Position Referred to:__________________________

Company Name:____________________________

Referred by: (Employee Name)____________________

Company Name:____________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

For Human Resources Only

Employee Receiving Bonus:____________________

Company Name:____________________________

Referred Employee:________________________

Company Name:____________________________

Date of Hire:______________________________

Ninety Day Date:___________________________

Charged to BU/Department#: __________________

H.R. Signature:____________________________

Bonus check to be given to:___________________

Bonus Amount: ____________________________

**Referral bonus amounts may vary within IDG. Check with your Business Unit s HR Department for details.*
$1,000 and $500 bonus amounts effective for referred employees hired 4/1/00 or after.

IDG Sweden launches two new publications

IDG Sweden has added two publications to its lineup in recent weeks, bringing its total offerings to 20. The debut of *ITaktier* and *Den Nya Ekonomin* comes on the heels of a recent IDC/World Times Information Society Index report in which Sweden surpassed the U.S. as the world's dominant information economy, with more than 40% of its 8.8 million residents now connected to the Internet.

ITaktier, which will appear monthly, focuses on IT stocks in the Swedish market. With a projected circulation of 20,000, the publication targets the Swedish financial and IT communities and covers investment tips, commentary and market analysis. Epo.com and several Swedish financial services firms have already signed on as the publication's first advertisers.

ITaktier's companion Web site, http://itaktier.idg.se, was launched last October. The Web site features Sweden's most popular stock and investment chat site, as well as an Internet trading service handled by TeleTrade.

Den Nya Ekonomin (*DNE*), translated as "The New Economy,"is also a monthly publication and will examine the behind-the-scenes issues of innovation in the workplace, team decision making, knowledge management, branding and organizational structure. Aimed at Swedish professionals, the publication features three sections: "Companies," "The World Around Us" and "The Individual." *DNE* seeks to unearth trends before they become popular and spotlight interviews with the `movers and shakers' of the new economy, according to Editor-in-Chief **Magnus Nygren**. The publication has a projected circulation of 31,500 and has signed such industry leaders as IBM, SAP, Icon Medialab and Cell Networks as advertisers for its premier issue.

"IDG operations in Sweden have undergone tremendous growth in the last few years, marked by rapid industry expansion and strong leadership in all of the company's major lines of business, including expositions, publishing, research and online," said **Bengt Marnfeldt**, general manager, IDG Sweden. "IDG brings together more buyers and sellers of technology products and services than any other media company in Sweden. With more than 80 journalists, 20 publications, 28 Web sites, direct marketing solutions and events, *DNE* and *ITaktier* join a growing portfolio of trusted information resources designed specifically for the Swedish IT community."

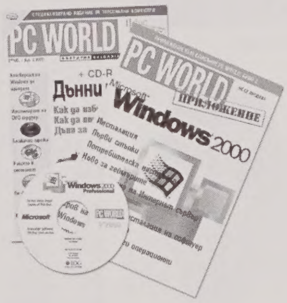
For more information contact Magnus Nygren at magnus.nygren@idg.se or *ITaktier* Editor **Bo Åkerman** at bo.akerman@idg.se.

IDG Poland, Bulgaria introduce Windows 2000 titles

IDG Poland and IDG Bulgaria are among the IDG offices around the world that profited from the February launch of Windows 2000. (See *IDG World Update* Dec. 13, 1999 regarding *eDirections* in the U.S.)

Each business unit teamed up with the Microsoft office in its respective country to publish local editions of a Microsoft-sponsored magazine about the new operating system. *PC World Bulgaria* editors and their *PC World Komputer* colleagues in Warsaw wrote the text, which included articles on installation, compatibility, Internet connectivity, security, administration and more. *PC World Komputer* staff shared their text with the Bulgarian editors, who translated some of it and added local content.

Both Windows publications included a four-month trial version of the operating system as a CD cover mount. IDG Poland sold its 84-page Windows issue separately, printing 30,000 copies. *PC World Bulgaria* bundled its 80-page Windows issue with the February *PCW* and sold out all 13,500 copies in just a few days. IDG Poland was so pleased with its results that it is considering a similar project dedicated to Windows Millennium Edition, the consumer operating system due out this year.



PCW Bulgaria's dual issue zoomed off the newsstands.

For more information, contact *PCW Bulgaria* Editor-in-Chief **Bistra Papazova** at bistra_papazova@idg.bg or IDG Poland's **Olo Sawa** at olo_sawa@idg.com.pl.

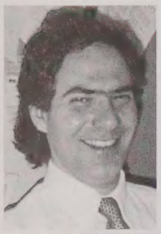
PC World España celebrates 15th anniversary

PC World España marked its 15th anniversary with record-breaking sales for its March issue, which featured a redesign of its cover and interior pages filled with new graphics, more photographs and a greater use of color throughout.

The issue included four CD cover mounts, one of which was a four-month trial version of the new Windows 2000 operating system.

From its launch in 1985 as the first monthly PC magazine in Spain, *PC World España* has had a long-term hold as the country's leading computer monthly publication among professionals in small-to-medium enterprises. It has a print run of 98,944 copies and a circulation of 65,712, of which 13,325 are paid subscriptions.

noteworthy people



Ferranti

IDG WORLD UPDATE

MacIntyre

IDG WORLD UPDATE

Leeman

IDG WORLD UPDATE

Heckel

IDG WORLD UPDATE

Harvey

Promotions

Marc Ferranti moves into the new position of executive news editor at the IDG News Service where he oversees day-to-day management of the worldwide news operation and news service resources online. "Marc is a natural to take over responsibility for day-to-day operations at the News Service," said Editor-in-Chief **Elizabeth Heichler**. "In his seven years with the organization he's been a key contributor, from his start in Paris, where he was bureau chief, to New York, where he led the news team. He's now in the forefront of our efforts to build more cooperation between IDG's publishing units on breaking news."

IDC Senior Human Resources Representative **Moira Keating** has been promoted to HR manager. "Moira has provided outstanding HR services and support to numerous IDC clients for the past year and a half," said IDC Vice President of Human Resources and Education, **Debbie Bernardi**. "All of Moira's clients say that she is truly a delight to work with – always upbeat and professional. She has become an important senior member of the IDC HR team as well as an integral business partner to her client groups."

New employees

Kate MacIntyre is PCWorld.com's new director of business development. A graduate of the School of Journalism at New York's Columbia University, she has worked for the Sierra Club as associate publisher, been a technical recruiter, sold human resources software, managed ad sales for AAA's *Via* magazine, and most recently was general manager for bayarea.citysearch.com.

Most recently a marketing coordinator with Panamax, **Raffi Aghapekian** is PCWorld.com's new audience and business development coordinator. He graduated from the University of California/Santa Cruz with a degree in sociology.

Previously a freelance graphic designer, **Blake Leeman** joins GameProWorld.com as a Web designer. He holds a B.A. in art from the University of California/Santa Barbara and is currently working toward an M.F.A. in art from San Francisco State University. Away from work and school he enjoys music, golf and snowboarding.

GameProWorld.com has hired **Sean Molloy** as associate entertainment editor. He was previously a product development engineer with Therm-o-Disc, Inc. He graduated from Rochester Institute of Technology with a B.S. in electrical engineering and enjoys movies, music and writing.

IDG World Expo has hired **Wendy Heckel** as marketing director. She spent 13 years at The Larkin Group, a fashion trade show company, most recently as marketing director. She holds two degrees from Bentley College, a B.S. in marketing and an A.S. in management. Her outside interests include cooking, baseball and travel – "My next trip is to Hawaii!"

Michelle Lifton joins IDG World Expo as ASPWorld marketing manager, coming from Alexander Ogilvy Public Relations Worldwide where she was senior account manager. Prior to that she was public relations manager at IDG Expo Management, handling Macworld Expo and ComNet. She holds a B.S. in marketing from Bentley College in Waltham, Mass., and enjoys window shopping, dining out with friends and weekends on Cape Cod.

Dawn Petersen is ITworld.com's new administrative technical coordinator. She was previously an administrative assistant/project analyst with TMP Executive Resourcing. Outside the office she reports to her other job: being the mother of two children.

Sarva Kananur joins ITworld.com as senior Oracle database administrator, work she has done "for major financial, Internet and high-tech companies." She holds an M.A. in computer science from Boston University and enjoys travel and astronomy.

Wendy Brewer joins *PC Advisor* in the U.K. as an editorial assistant. She most recently worked at John R. Norman & Co. as a chartered tax advisor. Wendy has a law degree from the University of Luton and spends her free time with artistic pursuits including painting, drawing and sculpting.

Nathan Wood comes to IDG U.K.'s *Digit*'s classified sales department from *The Link*, where he was a sales assistant. He graduated with honors from Bedford University and enjoys "music, sports and socializing."

Previously a senior account executive at KLON public radio, **Linnea Duvall** is now an account executive with IDG's Global Web Account Network (GWAN) in San Francisco. She earned a B.A. in English from Nyack College in Nyack, N.Y., and likes to ride horses, rollerblade and garden.

Returning employees

After a stint at start-up L90 as senior technology category specialist, **Nick Harvey** returns to IDG as director of interactive sales for IDG.net. He last worked for IDG as director of online business development for Mac Publishing. He earned a B.A. in European history from the University of Colorado/Boulder, likes biking and figure drawing and is training to be a river rafting guide.

Transfers

IDG Global Solutions in the U.K. welcomes New Media Services Executive **Hanne Tuomisto**, who most recently worked as a sales manager for Talentum Oyj, IDG's publishing licensee in Helsinki, Finland.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Ney Kruel *IDG Brazil*

20

Sinval Silva *IDG Brazil*

17

Mette Lautrup *IDG Denmark*

13

Julio Attala *IDG Argentina*

11

Basilio Rodriquez *IDG Spain*
Ilona Dietrich *IDG Germany*
Ginny Pohlman *IDG Global Solutions*

10

Julianna Davis *InfoWorld*
Judith Mallman *InfoWorld*
Camilla Ringqvist *IDG Sweden*
Hans Henrik Brunnmayr *IDG Germany*
Svenja Mohn *IDG Germany*
Franz Josef Reismann *IDG Germany*
Ruggero Vota *IDG Italy*
Virginia Hutton *Laurentian Technomedia*
Margaret McAvenia *IDG*

9

Silvia Langford *IDG Germany*
Nilde Meregalli *IDG Italy*
Raimundo Cauby Rocha *IDG Brazil*
Agnes Hejjas *IDG Hungary*
Paula DeMeo *IDG*

8

Barbara Ruffner *InfoWorld*
Margitha Brunström *IDG Sweden*
York von Heimburg *IDG Germany*
Rosa Guerinoni *IDG Italy*
Hajnal Fiko *IDG Hungary*
Katalin Zimanyi *IDG Hungary*

7

Stephen Martin *InfoWorld*
Carol Fountain *InfoWorld*
Zdena Vratislavova *IDG Czech*
Sandor Keizer *IDG Hungary*

6

James Battey *InfoWorld*
Henrik Lindquist *IDG Sweden*

5

Jan Vladyka *IDG Czech*
Nieves Santana *IDG Spain*
Wolfgang Böhler *IDG Switzerland*
Urs Flückiger *IDG Switzerland*
Joacim Melin *IDG Sweden*
Klaus Krabbe *IDG Denmark*
Suzi Cristina Correa da Costa *IDG Brazil*
Ricardo Sampaio *IDC Brazil*
Mindy Blodgett *CIO*

4

Bernd Seidel *IDG Germany*
Cornelia Neft *IDG Germany*
Alberta Minkovitz *IDG Research Services*
Sharon Gaudin *Network World*
April Jacobs *Network World*

3

Vincent Yiu *IDC Hong Kong*
Klaus Lackner *IDG Austria*
Maria Andersen-Santos *IDC Benelux*
Pär Rittsel *IDG Sweden*
Jörg Langer *IDG Germany*
Sarah Baccenetti *IDG Italy*
Tao Ai Lei *Computerworld Singapore*

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Nancy Suess *InfoWorld*
Kazuo Yamauchi *IDG Japan*
George Bulat *IDC Canada*
Anthony Cina *IDC Canada*
Robert Colraine *IDC Canada*
Alan Freedman *IDC Canada*
Lars Goransson *IDC Canada*
Joe Greene *IDC Canada*
Barbara Hall *IDC Canada*
Julie Kaufman *IDC Canada*
Steve McHale *IDC Canada*
Dan McLean *IDC Canada*
Jacqueline McLean *IDC Canada*
Anthony Olvet *IDC Canada*
Stephen Symonds *IDC Canada*
Carrie Wake *IDC Canada*
James Wescott *IDC Canada*
Per Melander *IDG Sweden*
Christian Jansson *IDG Sweden*
Ulrika Jonsson *IDG Sweden*
Elisabeth di Meola *IDG Germany*
Michael Lang *IDG Germany*
Fatima Kratz *IDG Germany*
Helga Mandl *IDG Germany*
Bernd Mahlmeister *IDG Germany*
Irene Helfenbein *IDG Germany*
Christian Schmidt *IDG Germany*
Malene Uhre *IDG Denmark*
Uffe Meier *IDG Denmark*
Magnus Bredsdorff *IDG Denmark*
Simone Freire *IDG Brazil*
Marco Goes *IDG Brazil*
Nozaki Makoto *IDC Japan*
James Miller *Computerworld Singapore*
Abby Ba *IDG*

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Erin O'Connor *InfoWorld*
Cynthia Lim *IDC Singapore*
Sonja Christian *IDG Austria*
Cameron Dow *IDC Canada*
Karin Schüler *IDG Sweden*
Stefan Asp *IDG Sweden*
Tobias Bauer *IDG Germany*
Beena Streiter *IDG Germany*
Ulrike Wittmann *IDG Germany*
Jesper Bille Haun *IDG Denmark*
Peter Clement Gotschalk *IDG Denmark*
Anne Louise Lund *IDG Denmark*
Martin Wood Gjernø *IDG Denmark*
Francesco Pignatelli *IDG Italy*
Wagner de Larina *IDG Brazil*
Jorge Magalhaes *IDG Brazil*
Endre Beky *IDG Hungary*
Terez Berenyi *IDG Hungary*
György György *IDG Hungary*
Mariann Gyürkes *IDG Hungary*
Zoltan Marki *IDG Hungary*
Peter Porkolab *IDG Hungary*
Zsolt Sarközy *IDG Hungary*
Allison Pierce *CIO*
Amy Scott *IDG World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Planning a vacation? Here's a housing exchange option near Paris

Available for housing exchange: a one-bedroom flat (40 sq. meters) in St. Germain en Laye, 20 minutes outside Paris. Near all facilities: shops, cinema, theatre and only a five-minute walk from the station. Available: Two to three weeks in July or September.

Looking for equivalent housing in any of these locations:

- Sydney or Melbourne, Australia
- California, Florida, New York
- South America
- India

For further details please contact **Lynda Montoro**, international sales department, IDG France, at montoro@idg.fr.

NOTE: Classified ads like this one are also posted on IDG World Update Online's "Marketplace" section. Send your ads to world_update@idg.com and they will be posted online at www.idgworldupdate.com.

celebrating 10!

Name
Sylvia Krammer

Home
Vienna, Austria

Joined IDG Austria
December 1989 as circulation manager.

Current title
Deputy General Manager and Chief of Ad Sales Department.

Most challenging part of your job
Always trying to give better service to our clients.

I joined IDG because
I wanted a new career direction and was in need of a new challenge.

What's kept you at IDG for 10 years?
I love my colleagues, and I enjoy working with them and our clients.

Interests outside the office
Travel, music, movies and theater.

What talent do you wish you had that you don't have?
Singing and painting.

Dream destination
New Zealand, Australia and Canada.

Fantasy job
Interior decorator.

As a kid, what did you want to be when you grew up?
A singer.

First job out of school?
Five years of sales in a fashion shop.

Your idea of a perfect day alone?
What's that?

If you won the lottery tomorrow, you would
Buy my best friends an apartment, a car or whatever, the rest I would keep for myself for a happy life.

Retirement dreams?
One year of travel around the world.

San Francisco IGS office relocates

IDG Global Solutions' San Francisco-based staff relocated to the following address on May 1:

501 Second Street
Suite 114
San Francisco, CA 94107

Tel: +415-243-4141
Fax: +415-974-7368

IDG Chairman ***Pat McGovern*** *recently escorted IDG Austria's* ***Sylvia Krammer*** *to dinner at the restaurant Korso in Vienna in honor of her decade of service to the company.*

Manager's profile
"Sylvia's value to the company is hardly explainable with words. She has not one but two very important roles: deputy general manager and sales manager. Sylvia is the heart, the body and soul of IDG Austria. She is very much valued and hard working and very, very efficient."

Manfred Weiss, general manager, IDG Austria

Golden Week

Golden Week is a collection of several Japanese national holidays that fall within a seven-day period. First comes Green Day on April 29, which was the birthday of Emperor Hirohito, who died in 1989. After his death, the day was made a national holiday honoring the environment due to the emperor's love of nature.

May 3, Constitution Day, commemorates the day the postwar constitution was put into effect in 1947. The constitution had been amended to bolster human rights and prohibit launching war. People's Holiday on May 4 was made a national holiday to make the Golden Week a continuous holiday. On May 5 Children's Day, formerly called Boy's Day, is celebrated. Families with boys wish their sons good future by flying carp streamers and placing samurai dolls put inside the house, symbolizing strength, power and success in life. (Girl's Day is celebrated on March 3.)

Golden Week is the longest holiday in Japan beside the New Year and summer vacations, and many Japanese travel during it. Many companies give their employees the entire period off, including the one or two working days in the middle of it. With the bookending weekends, it means a "week" is nine days long this year.

New London telephone codes

The Central London area has been assigned new dialing codes. When dialing internationally, 207 has replaced 171 and 208 has replaced 181. The new numbers for the following offices are:

99 Gray's Inn Road (*Macworld U.K., Digit*, International Controller's office)
+44-20-7831-9252 main tel
+44-20-7414-0289 main fax line
+44-20-7831-8767 International Controllers' fax line

PC Advisor
+44-20-7831-3191 main tel
+44-20-7831-9506 main fax line

IDC U.K.
+44-20-8987-7100 main tel
+44-20-8747-0121 main fax line

IDG WorldUpdate

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Penny Winn 617-239-7825
Internet: penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
Internet: david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
Internet: david_hill@idg.com

The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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IDG World Update

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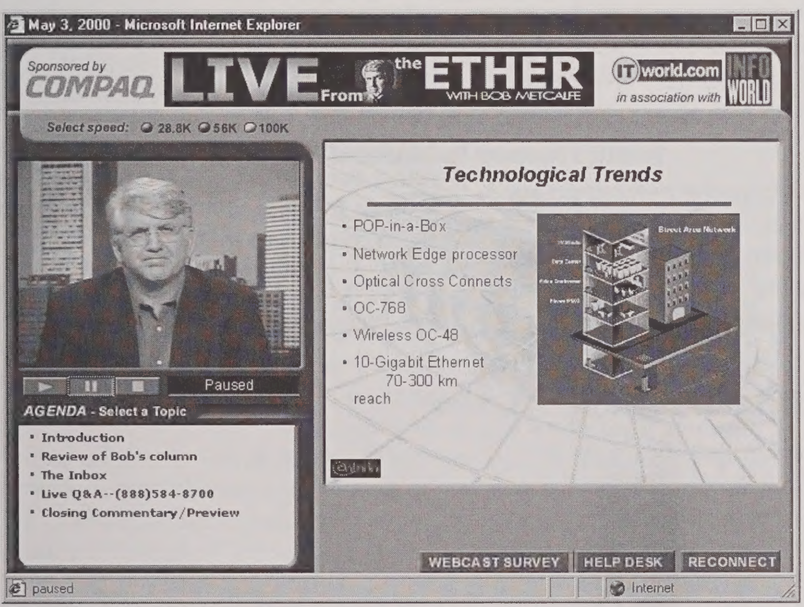
WWW.IDGWORLDUPDATE.COM

ITworld.com launches editorial events Webcasts

ITworld.com and *InfoWorld* have collaborated to bring technology pundit **Bob Metcalfe**'s popular column, "From the Ether," live to a PC near you. Titled "Live from the Ether," the weekly 30-minute Webcast is broadcast on Wednesdays at 1 p.m. EST at www.itworld.com/metcalfe.


May 3, 2000 - Microsoft Internet Explorer
Sponsored by COMPAQ
LIVE From the ETHER WITH BOB METCALFE
ITworld.com in association with INFOWORLD
Select speed: 28.8K 56K 100K
Paused
WEBCAST SURVEY
HELP DESK
RECONNECT
paused
Internet

AGENDA - Select a Topic

- Introduction
- Review of Bob's column
- The Inbox
- Live Q&A--(888)584-8700
- Closing Commentary/Preview

Technological Trends

- POP-in-a-Box
- Network Edge processor
- Optical Cross Connects
- OC-768
- Wireless OC-48
- 10-Gigabit Ethernet 70-300 km reach

***Bob Metcalfe**'s Webcast is the first of three editorial events produced by ITworld.com.*

Compaq has signed on as the exclusive sponsor for the first 15 weeks of Metcalfe's series, which began March 22 and is slated to run through this year. In addition to prominent banner ads, a mini-commercial about Compaq airs toward the last half of the Webcast, followed by a pop-up screen that asks viewers if and how they'd like to be contacted by the sponsor.

At the beginning of each Webcast, ITworld.com Events Editor **Lisa Lavery** holds court in the studio, from which she welcomes the audience, introduces Metcalfe and shepherds the show through its various segments. Metcalfe begins by reviewing the topic covered in his column in that week's *InfoWorld* (which appears in print on Monday and online at www.infoworld.com the previous Saturday). Among the topics covered so far: Open Ratings, a service that lets buyers and sellers involved in e-commerce transactions rate one another; privacy issues surrounding the U.S. census; TCP/IP processing and network interface cards; and e-commerce applications platforms and vendors.

After summarizing his column, Metcalfe interviews a notable guest or two from the technology

continued page 2

First Asia/Pacific Web Support Center meeting explores best practices

Internet growth will skyrocket

Internet users in the Asia/Pacific region, excluding Japan, will hit 95 million by 2004, up from 22 million in 1999.

Source: IDC

The newly formed Asia/Pacific branch of IDG's Global Web Support Center held its first meeting in Hong Kong March 7-9. More than 30 attendees represented IDG business units and licensees from Singapore, Hong Kong, Taiwan, Philippines, Bangladesh, Australia and New Zealand.

The group, which is the first satellite branch of the Global Web Support Center now based at IDG Netherlands, aimed to assess the online activities of business units in the region, provide a venue for exchanging information on best practices for online publishing and work together to develop ideas for potential regional strategies.

The first two days were devoted to presentations by

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IDG WORLD UPDATE

*IDG Hong Kong Managing Director **Micaela de Almeida**, IDC Philippines Managing Director and WS Computer Publishing Corp. VP **Delia Gutierrez**, Computerworld Hong Kong Associate Publisher **Vera Chan**, IDG Japan Web Coordinator **Sachiko Nishihara** and IDG Japan Managing Director **Setsuro Tamai** listen to one of the presentations.*

ITworld.com Webcasts

continued from page 1

and business world. An open-audience dialogue follows in which viewers can e-mail Metcalfe and his guests or join the discussion through a toll-free telephone link, and then Metcalfe adds closing comments.

Viewers complete a simple, free and one-time registration process before viewing the Webcast. Close to 3,000 registrants signed on in the first five weeks. "We see a big uptick in numbers of registrants the day after Bob's column appears," said Producer **Lisa Boles**, noting that a teaser about "Live from the Ether" now appears following each column. Webcasts are archived the next day for viewers who may have missed the live event. All registrants receive an e-mail the day after the show reminding them about the archives and pitching the following week's Webcast.

> *"I feel like a cross between Milton Berle and Buffalo Bob."*
>
> *— Bob Metcalfe on his "Live from the Ether" Webcast*

Given that the Webcasts involve new technology and logistical challenges, a pioneer spirit prevails for those involved. Boles gets Metcalfe's column about 10 days in advance of each broadcast and then, following Metcalfe's suggestions for leads, tracks down the guests and sets up the production arrangements. Most of the shows thus far has involved different circumstances. Metcalfe was at his home in Maine via telephone link for the first Webcast, and the video portion was pre-recorded. The following week he interviewed guests live from a Watertown, Mass., studio. For week three, a video crew from the production studio drove a satellite truck up to Maine, where Metcalfe then interviewed two guests live, each of whom was also in a different remote location. Later this month, Metcalfe will be on the air live from California. "No wonder I wake up in a cold sweat some mornings!" Boles said with a laugh.

"'Live from the Ether' is still an experiment, but it's off to a good start," Metcalfe said. "For one thing, we landed a great sponsor in Compaq for the first 15 shows." Since no one quite knows what to anticipate with a new medium, surprises happen. "More people view the Webcasts on demand later rather than live, which I was not expecting," he said. As for his pioneering spirit: "I feel like a cross between Milton Berle and Buffalo Bob."

For more information, contact Lisa Boles at lisa_boles@itworld.com.

Network World, IDC line up for Webcasts

ITworld.com and Network World have teamed up to produce, beginning last week, a live monthly Webcast, "The Networked World," which airs Fridays at 1 p.m. EST at www.itworld.com/itwebcast/nw. **John Gallant**, *Network World* editorial director and executive vice president, will begin each show with "The Virtual Showdown," mediating a debate between two guests with opposing viewpoints. Network World colleagues **Doug Barney**, **Paul McNamara** and **Mark Gibbs** will also appear periodically.

Like "Live From the Ether," the ITwebcast platform includes live audio, live-from-tape video clips, multi-dimensional slide presentations, live Web pages and audience interactive polling.

IDC will begin a weekly Webcast starting June 12. Top IDC analysts, including **John Gantz**, **Frank Gens** and **Rick Villars**, will discuss the latest market, business and technology trends.

ITworld.com's editorial events team is available to set up similar programs for other IDG business units worldwide. For more information, contact **Gregg Linde**, executive producer for virtual events, at gregg_linde@itworld.com.

Vendors getting in on the act, too

In addition to editorial events like "Live from the Ether," ITworld.com's vendor events have been a fast-growing business. Through these vendor presentations, which are posted on ITworld.com's "vendor events" section, companies can describe new product offerings. An all-in-one pop-up player delivers state-of-the-art streaming media presentations directly to viewers' desktops. Viewers can interact directly with the presenters during the live Webcasts, or they can access the presentations on-demand at their convenience.

ITworld.com has hosted more than 25 vendor events over the past year. Nortel recently signed on for six more following its first two Webcasts, and other participants include Sprint, Marconi and Intel.

According to **Gregg Linde**, executive producer for virtual events, these kinds of events offer a complete end-to-end solution for the vendor. Not only can they get product information quickly and directly to potential customers, the demographic information and customer feedback in particular are critical value-adds that ITworld.com can provide.

"We can give the vendor all kinds of feedback about the Web event the very next day, and clients can input everything into their database and start marketing immediately," he said. "We can tell them how viewers registered, how they heard about the Webcast, demographic data about the viewer, and Webcast evaluation: 'Did this give you a better understanding of the product? Would you be inclined to purchase it?' If a customer gets a qualified lead from the Webcast that adds up to a sale, they're sold on the concept."

For more information contact **Randy Mace**, general manager of virtual events, at randy_mace@itworld.com.

Coming up

InfoWorld's CTO Forum
May 15-17
The Palace Hotel
San Francisco
http://marketing.infoworld.com/ctoforum/

IDC's StorageVision Conference
May 17
The Fairmont Hotel
San Jose, Calif.
Contact: Tammy Whidden, twhidden@idc.com
Tel: 508-935-4660
www.idc.com/events/svis/

Global Internet Summit
An Industry Standard event
May 22-24
Hotel Arts
Barcelona
www.thestandard.com/global

VORTEX
May 23-26
The RitzCarlton Laguna Niguel
Dana Point, Calif.
IDG Executive Forums
Tel: 650-312-0545
www.vortex2000.com

executive Q and A

Tiffany Shlain
The president of The Webby Awards, Inc. is this week's guest columnist.

"Some compare [The Webbys] to the Oscars, but I see us as the antidote to the Oscars. Acceptance speeches are limited to five words and attendees arrive dressed as a reflection of the Internet's wide-ranging, independent spirit — boas are as likely as ties."

Q What are The Webby Awards?

A The Webby Awards are the preeminent creative honors for interactive media. Now in its fourth year, The Webbys is an irreverent and fast-paced event that unites members of the international, entertainment and online communities for a dazzling celebration of the Internet's best. Some compare us to the Oscars, but I see us as the antidote to the Oscars. Acceptance speeches are limited to five words and attendees arrive dressed as a reflection of the Internet's wide-ranging, independent spirit — boas are as likely as ties. The Webbys will take place this week, on May 11 at The Masonic Auditorium in San Francisco, and will be broadcast live on Yahoo!'s Entertainment Channel (http://entertainment.yahoo.com).

Q How has The Webby Awards managed to stay on the "edge" of Internet culture?

A We strive to surround ourselves with excellence at every level. Our office is in the middle of San Francisco's "Multimedia Gulch," where new media and old media professionals are pushing the communications envelope every day. The International Academy of Digital Arts and Sciences, our judging body, is made up of some of the most progressive and intelligent minds in new media today — Tina Brown, David Ross, Jim Clark and Esther Dyson to name a few. By bringing together a community with such specific expertise in so many fields, we are able to stay on the edge of Internet culture, and be the interface between this expertise and the consumer.

But most importantly, our staff, the core of The Webby Awards, is an amazing collection of individuals. They are one of the most diverse groups of people you'll ever meet — and they all have one thing in common, a constant and unwavering attention to the best. Always.

Q What do you plan to do next?

A Right now, I'm focused on the show and on celebrating our industry's accomplishments for this year. But after May 11, we will be devoting a significant amount of resources toward expanding The Academy and The Webby Awards. During the course of the year, The Academy will begin implementing steps to, among other things, broaden membership and deepen industry involvement. The Academy will begin by expanding the member base, a business model that has been an effective form of revenue for other professional organizations. In addition, The Webby Awards is talking with several international partners about regional shows and academies. This will allow us to grow the brand worldwide, increasing our audience and uniting the interactive community on a global level.

Q Will The Webbys ever be on television?

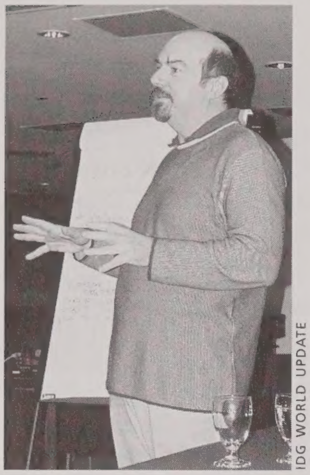
A We've received television offers every year since its inception, and the offers get better and better every year. This show has grown solely because of the Internet, because of the thousands of people who flock to watch the Webcast every year, the hundreds of thousands of online voters, and the greater community that supports us. Now, because of this success, we are finally at the point where the strength of our brand and the strength of the offers match. We've worked hard to keep the integrity of this brand, so any partnerships, television or otherwise, must maintain that integrity. This year we've chosen to broadcast the show on the largest, most popular portal on the Web, Yahoo!. Next year — stay tuned.

Q Where will The Webby Awards be in five years?

A Being in the right space in five years is probably one of our greatest challenges. It may be hard to believe, but chances are that the personal computer will not be the primary Internet tool in five years. Many people already access the Internet through alternative devices — text messaging on cell phones, news clips on their beepers, even Web browsing on their PDAs.

This trend will continue, and probably gain momentum with more and more niche Internet devices appearing in more and more useful places. The Webby Awards' primary challenge is to stay close to the brilliant community that has fostered our success, deliver their knowledge to the consumer, and continue to award excellence. If we can meet that challenge and flex with the evolving forms of new media, we will be successful in five years and well beyond.

Tiffany Shlain may be reached at tiffany@webbyawards.com. For more information on The Webby Awards, go to www.webbyawards.com.



***Martin Taylor**, managing director of IDG New Zealand, is co-managing the new Asia/Pacific Web Support Center along with IDG Australia Managing Director **Don Kennedy**.*

Asia/Pacific

continued from page 1

IDG staff from offices worldwide on a range of topics in areas such as online strategies, sales, marketing, editorial, and technology.

Toward the end of day two, the attendees split into two groups for interactive workshops. One group focussed on technical, design and editorial issues, and the other focussed on sales, marketing and business planning issues.

On the third day, most of the attendees stayed to attend an optional workshop entitled "An introduction to the technology of Web publishing for a non-technologists." Attendees were given an introduction to domains and domain name services, how IP addressing works, a comparison of HTML and XML, Web server security, online content management and more.

Feedback on the meeting was extremely positive. "The meeting gave us a chance to discuss the pitfalls and advantages of different technologies," said *Computerworld Hong Kong* Associate Publisher **Vera Chan**. "What was most enlightening were the ideas on how to generate revenues beyond banner ads, such as sponsorship and partnership ideas."

The next Asia-Pacific online meeting will likely be held at the end of this year and approximately every nine months thereafter. For more information contact APWSC Director **Mark Evans** at mark_evans@idg.co.nz. WU

Asia/Pacific Online Meeting presenters and topics

Matt McGarvey (Internet analyst, IDC Asia Pacific, mmcgarvey@idcap.com)
- Showed a regional roundup of Internet activity and comparison with the U.S. market, growth rates and areas of opportunity vis-à-vis what online competitors are doing. Internet users in the region, excluding Japan, will hit 95 million by 2004, up from 22 million in 1999. Each country market has Web surfing and buying habits that are distinctive, and IDG should tailor online products with this in mind.

Paul Molenaar and **Mark Evans** (paul@idg.nl and mark_evans@idg.co.nz)
- IDG's Global Web Support Center (GWSC), established in 1997, has entered a new phase. IDG Netherlands Managing Director Paul Molenaar is now overseeing the GWSC and has just hired **Lisa van der Kamp** to serve as the GWSC director, based in Amsterdam. IDG New Zealand Web Manager Mark Evans is now director of the GWSC's first satellite branch in Asia/Pacific, which is jointly operated by Managing Directors **Martin Taylor** (IDG New Zealand) and **Don Kennedy** (IDG Australia).

Molenaar and Evans discussed the future of the GWSC and what it can do to aid the Internet efforts of IDG business units and licensees in the AP region. Evans outlined strategies to help increase traffic and use analysis tools to measure the success of these strategies. Molenaar, who also heads up IDG's JobUniverse initiative, discussed the recruitment advertising project as well as the ITworld.com initiative.

Don Kennedy (Managing Director, IDG Australia, don_kennedy@idg.com.au)
- Gave a presentation on successful strategies for developing and building online revenue, focusing on sales and marketing issues.

Pat McGovern (Chairman, IDG, patmcgovern@idg.com)
- Hosted a question-and-answer session with topics ranging from branding issues to venture capital markets in the U.S. and in China.

Bruce Buckman (Editorial Director, IDG New Zealand, bruce_buckman@idg.co.nz)
- Discussed how to design and build sites that succeed in attracting and retaining audiences. He covered aspects of design and technology, editorial management and content selection, and maximizing resource usage.

Jeff Julian (Publisher, IDG.net, jeff_julian@idg.com)
- Presented IDG.net's mission and future plans. He talked about the technology and techniques IDG.net uses to help drive traffic to IDG sites worldwide. There was also an active discussion on branding issues and on what services IDG.net might be able to provide to IDG business units in the future (such as e-mail newsletters, search capability and microsites).

Steve Lawson (IDG News Service Hong Kong correspondent, steve_lawson@idg.com)
- Led a discussion on what content regional business units and licensees were interested in acquiring from the News Service. Language issues, and content management and delivery issues were also addressed.

Martin Taylor (Managing Director, IDG New Zealand, martin_taylor@idg.co.nz)
- Discussed Internet strategy, branding, traffic building and the opportunity for cooperative partnerships or syndication agreements with other online players. WU

Monday, May 8, 2000

Ad Production Coordinator (CIO) Seeking an entry-level Ad Production Coordinator to join production team. The individual in this position will work closely with sales offices in the booking of ROP advertising, organization of insertion orders, input of billing information, and maintenance of records and reports. The ideal candidate will be detail oriented, possess strong organization skills and have the ability to handle multiple tasks. Excellent phone manner and the ability to prioritize in a deadline sensitive environment required. 1-2 years administrative, advertising and print & production experience a plus. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Sr. Research Analyst (CW) Responsibilities include overseeing/fielding surveys of subscribers, analysis of syndicated research results, creating a delivery mechanism for audience numbers to the Computerworld salesforce, and acting as the primary contact person for the salesforce for any audience-related questions. Should have market research experience in the media/advertising community. Experience w/ syndicated research is a plus.
Location: Framingham MA
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Account Executive - Marketplace (CW) Seeking an energetic, inside sales professional. In this position, you will be responsible for a specified territory, including prospecting of new business and maintenance of an installed base of clients. The Marketplace team works collaboratively with the ROP team in their efforts to sell ad space, conferences and on-line advertising. Candidates should have 1-3 years of sales experience, preferably in publishing or hi-tech. Demonstrated telemarketing and computer skills are a must. The ability to work in a fast paced, team-oriented environment is also required. There is minimal travel required for this position. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Product Operations Coordinator -WW PC Tracker Team (IDC) Position requires 2+ years experience in an administrative support, operations or customer support role. Past experience with a market research product or firm, small team operations role and PC product background a plus. Primary responsibilities will entail coordinating group operations for the WW PC Tracker team. Oversee delivery of the product (CD-ROMs) to clients each quarter, organize program-related events (teleconferences, presentations, customer summit), maintain key client-related information (contracts, e-mail distribution lists) and engage in production of select quarterly data deliverables, such as selected charts and graphs. Experience with budgets, accounting, and P&L management a plus. Proficiency in Word Processing and PowerPoint is required. Light spreadsheet skills are desired. Travel will be limited.
Location: Mountain View CA
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Billing Accountant (IDC) Responsibilities will include processing of monthly billing, some balance sheet reconciliations, and assisting with monthly and year end closings. The ideal candidate should be a fast learner with 2 years accounting / finance experience, college level accounting courses, and sound Excel spreadsheet skills. This position offers exposure to different areas of accounting and finance, growth potential, and tuition reimbursement for relevant courses. An Associates Degree in accounting is preferred. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Intern, Peripherals (IDC) Forget I-banking and consulting...... High technology is the driving force behind the New Economy and where all the opportunity is. Join IDC and become a part of that! International Data Corp is a leading market research firm that specializes in delivering research to the high tech market. IDC's Peripherals Group is looking for a summer intern to write newsletters, conduct research for top clients, and to support the group. This internship will support IDC analysts and clients. It will involve conducting market research through discussions with IDC analysts and industry contacts, and Web and CD-ROM searches. Candidate will write newsletter of industry events. Solid writing skills required. *Location: Framingham MA*
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Intern, PS&T (IDC) Publishing Services and Technologies is looking for an intern to develop and support Microsoft Word and other templates based on user requirements; develop detailed design specifications based on high level designs; develop application programs based on detailed design specifications. Also, the intern will develop and execute test plans, develop user and technical documentation. Will perform other duties as assigned.
Location: Framingham MA
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Intern, Smart Handhelds (IDC) Assist with writing up research results of quarterly surveys for Mobile User and Buyer ePanel program (May and August). Assist with draft questionnaire for Mobile Computing Survey (late June/early July). Assist with draft questionnaire for Smart Handheld Devices Survey (late June/early July). Coordinate schedule for quarterly surveys: includes questionnaire planning, results write up, telebriefing logistics, publication of data to client and panelist web sites. Assist with client inquiries regarding cross tabs, questionnaire design (tabulate client's question requests each quarter), and web site issues. Learning objectives include: Learn about developing questionnaires and questionnaire design for primary research projects. Learn how to write up basic research results (basic survey results, analysts would add analysis). *Location: Framingham MA*
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Research Editor (IDC) Custom Publishing Services & Technologies (C-PS&T) seeks a talented, independent Research Editor for various consulting and special report projects on the IT industry. Responsibilities include editing text and tabular material on-line and on hard copy, working with authors to fine-tune their writing, data checking and proofreading documents before publication. Strong Microsoft Office Suite skills, especially Word and Excel, are required. Familiarity with Quark Express and Adobe applications is a plus. The ability to work under tight deadlines and to juggle many projects at once is a must. A bachelor's degree and 3-5 years of experience in a technical environment are preferred. *Location: Framingham MA*
Contact: A_Schneider, Fax: 508-935-4432, Phone: 508-935-4419, Email: idc_jobs@idc.com

Senior Analyst / Research Manager, ERM Applications (IDC) The ideal candidate should enjoy working with customers to help formulate their tactical and strategic business plans. This individual will meet extensively with suppliers to evaluate changing technology in diverse application markets and produce written reports on his/her assessments. This analyst should possess the ability to effectively manage multiple research engagements involving quantitative and qualitative analysis; importantly, this analyst should enjoy working in an environment which involves multitasking. This individual should have the ability to build influence with the business and trade press. High tech industry experience in a technical or marketing role would be a plus. Candidates must possess excellent writing, communication and quantitative skills. Requires approximately 10% -15% U.S. travel. *Location: Framingham MA*
Contact: D. Siegel, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Senior Research Analyst, IT Education & Training Services (IDC) The successful candidate will identify the characteristics of leading training companies, forecast turbulent course content areas, and provide thought leadership on the impact of the Internet on the learning industry. Candidates must possess excellent writing, communication, and quantitative skills. MBA graduate in finance or marketing is preferred. Only candidates with intense interest in the Internet and the learning industry will be considered. Day-to-day responsibilities include: Develop a vision for the industry and offer thought leadership; produce written research; review and edit research from colleagues in training research team; maintain constant client interaction; answer strategic client inquiries; manage inquiry analyst in handling tactical inquiries; continually stay informed on industry developments; work on consulting projects on an ad-hoc basis; provide presentations on an ad-hoc basis; increasingly get involved in sales process by identifying prospective clients to salesforce; and work with marketing manager to develop new marketing vehicles and press releases. *Location: Framingham MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Vice President, Consulting (IDC) This opportunity allows you to head up our West Coast Consulting practice, which focuses on market research and consulting for servers, storage, semiconductors, and channels. You will manage a current staff of three, but also manage several significant relationships with established business partners. You will be responsible for managing and growing the current business as well as carrying some business development and project management workload. The ideal candidate will be able to work in a collaborative environment and be able to build teams and enroll team members -- from both within IDC and our business partners. The ability to expand and build on a growing business as well as originate new opportunities is also important. Candidates should have >15 years of consulting, research, and/or marketing experience in the IT industry. *Location: Mountain View CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Customer Service Representative (IDC) Responsibilities include supporting multiple full time sales people with proposal generation, proposal follow up and other customer service functions. Heavy client interaction and excellent telephone skills are a must for this position. Ability to multi-task is also a must for this position. Position requires strong PC skills including proficiency in Word and Excel. *Location: Irvine CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Catalog Specialist (IDG/B) This person must thrive in a multi-tasking environment where solid marketing instincts, nerves of steel, and a sense of humor result in rewarding accomplishments. Be detail-oriented, a born problem-solver, with an eye for design, a talent for editing, and a passion for quality. Excellent project management and communication skills are a must. Familiarity with the dot-com environment a plus. Macintosh platform.
Location: Foster City CA
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

HR Office Coordinator (IDG/CSG) The individual in this position will be responsible for serving as HR Office Coordinator providing administrative support to members of the HR staff. Duties include job posting, recruitment support, front desk support, employee relocation, budget coordination, invoice tracking and processing, supply room and kitchen inventory, phone coverage, information dissemination, filing, faxing and assisting with additional HR projects. Excellent customer service and exceptional computer skills required (Excel and Word). Familiarity with HR procedures and Lotus Notes database a plus. *Location: Framingham MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Metrics Reporter (IS) The Metrics Reporter will be responsible for writing on-line news stories about new Internet Economy research several times a day and occasionally write articles for the print magazine. Duties include but are not limited to: compiling the weekly Metrics Report e-mail newsletter, assist metrics staff writers and editors with writing and reporting and work with Web producers to ensure proper production of metrics content online. The ideal candidate will have an education in journalism or analytical field and 1-2 years experience writing with a news publication, consulting firm or research company. The individual will also have experience dealing with statistics, research and data analysis, presenting data in graphical formats and accurate newswriting skills. Must be able to work well on deadlines and independently or with a team. *Location: San Francisco CA*
Contact: M. Thompson, Fax: 415-733-5403, Phone: 415-733-5478, Email: maryannt@thestandard.com

Metrics Staff Writer (IS) The Metrics Staff Writer will write news stories and in-depth analysis on Internet Economy research, specifically covering the e-commerce or on-line marketing beat, for the Metrics section of the Industry Standard magazine and TheStandard.com. The ideal candidate will have an educational background in journalism or business analytics and 2-3 years experience covering e-commerce or on-line advertising with a news publication, consulting firm or research company. Strong news and feature writing skills, facility with statistics, research and data analysis and extensive experience presenting data in graphical formats. The individual must work well on deadline and independently or with a team. *Location: San Francisco CA*
Contact: M. Thompson, Fax: 415-733-5403, Phone: 415-733-5478, Email: maryannt@thestandard.com

Marketing Research Analyst (IS) The Industry Standard is experiencing tremendous growth and is in need of a marketing research analyst to support the entire brand with survey research projects. The ideal candidate will have proven experience with primary research projects (minimum 2+ years experience), working knowledge of Web-based research methodologies, and the ability to handle multiple projects and prioritize requests. Must be ability to work well under pressure, have strong interpersonal skills and be Microsoft Office proficient. Knowledge of syndicated research (IntelliQuest CIMS and MRI) and familiarity with secondary research (IDC and Forrester) is a plus. The analyst will report to the Marketing Research Manager. *Location: San Francisco CA*
Contact: S. Riddle, Fax: 415-733-5401, Phone: 415-617-4164, Email: stephenr@thestandard.com

Associate Human Resource Representative (ITworld) ITworld.com is seeking a dynamic, team-oriented, creative HR professional to join our growing team. This position will be responsible for HR generalist duties which include recruitment, employee relations, benefits presentation and counseling, as well as responding to employee inquiries about payroll and policies. You will also be responsible for the distribution and administration of ITworld.com benefits, HRIS, report generation and analysis and special projects. The ideal candidate will possess a BA/BS degree or equivalent, plus 3-5 years HR generalist experience. Excellent organizational and communication skills required. Strong customer service focus, with a "can do" approach, with a willingness to work in a high volume, fast paced environment a must. Some travel required to our West Coast Office. *Location: Southborough MA*
Contact: K. McIsaac, Fax: 508-879-3760, Phone: 508-820-8647, Email: jobs@computerworld.com

Marketing Coordinator (PCW) Seeking a business professional with 1-2 years marketing experience for its award-winning magazine and website. Responsibilities include coordination of various marketing collateral materials, trade shows & events, awards programs, and other marketing-related projects. Publishing experience a plus. Applicants must be PC proficient with Word and Excel; PowerPoint a plus. The ability to multi-task in a fast-paced environment under deadlines is essential. Must be a team player who is organized and detail-oriented, and possess excellent written/oral communication skills, proofreading skills, and a positive attitude. *Location: San Francisco CA*
Contact: S. Wong, Fax: 415-442-1891, Phone: 415-978-3181, Email: sandy_wong@pcworld.com

IDG EMPLOYEE REFERRAL BONUS PLAN

Keep Spreading the News...

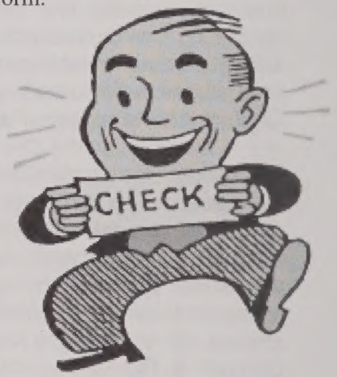
Just fill out this form and attach it to the resume. If the person you refer is hired you will receive a bonus of up to **$1,000***.

- **$1,000*** for each referral that results in a regular full-time or part-time hire within participating divisions.
- **$500*** for casual part-time referrals working a minimum of 20 hours.
- With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize -- $2,000   Runner-Up -- $1,500

RULES

- Employees of all IDG Divisions are eligible to participate; however, you will only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days.
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within his/her own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.



Date: ______________________________

Applicant's Name: ______________________________

Position Referred to: ______________________________

Company Name: ______________________________

Referred by: (Employee Name) ______________________________

Company Name: ______________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

For Human Resources Only

Employee Receiving Bonus: ______________________________

Company Name: ______________________________

Referred Employee: ______________________________

Company Name: ______________________________

Date of Hire: ______________________________

Ninety Day Date: ______________________________

Charged to BU/Department#: ______________________________

H.R. Signature: ______________________________

Bonus check to be given to: ______________________________

Bonus Amount: ______________________________

**Referral bonus amounts may vary within IDG. Check with your Business Unit s HR Department for details.*
$1,000 and $500 bonus amounts effective for referred employees hired 4/1/00 or after.

Ready-to-go technology sharing

One area in which the Asia/Pacific Web Support Center (APWSC) could be particularly helpful is in the provision of Web-publishing services and "shrink-wrapped" online applications and technologies, according to **Mark Evans**, director of the APWSC. These could include e-mail newsletter services and software packages that allow IDG business units to build and search-engines (like Excite or Alta Vista) or other Web content.

"To be successful in the region, the editors of IDG's online publications need to be able to focus on delivering the right content to the right audience," said Evans. "At present, most IDG affiliates in the region are finding that they have to build an entire online infrastructure from scratch, and this is where the resources are being directed rather than on the content provision. If the APWSC (and perhaps IDG.net) can help by providing expertise and turnkey online publishing solutions, this will allow editors to get on with the job of delivering content."

At the A/P meeting, IDG.net's Publisher **Jeff Julian** demonstrated how IDG.net's "V2" technology allows the publication of microsites. These Web sites are custom-published for clients on a contract basis – an example is the Unisys microsite that IDG.net is currently publishing. This kind of technology could potentially be used by IDG business units or licensees in other countries, although it would need to be able to handle publishing in multiple languages, which also means providing support for multiple character sets such Japanese, Chinese and Korean.

APWSC set to investigate items of online interest

When asked what they wanted from the Asia/Pacific Web Support Center (APWSC), attendees at the Asia/Pacific Online Meeting expressed a desire to see the APWSC investigate and take action in the following areas (and pass along any solutions to the Global Web Support Center now based at IDG Netherlands):

- Regional or global negotiation of partnerships with big online players such as Yahoo, AOL, CNN etc.

- Provide an online forum for ongoing discussion and sharing of knowledge. A regional Web site will be established shortly that will include a discussion forum, links to useful resources, a list of regional contacts and country-by-country and regional competitive information. It will be used as a platform for regular communications between APWSC and regional business units and licensees, to keep people up-to-date with competitive developments in the region, and IDG's own initiatives. The Asia-Pacific site will be incorporated into a central GWSC Web site when its redevelopment is completed later this year.

- Help business units get sites up and running by providing technical advice, and by coordinating resources from branches and licensees in the region.

- Work with IDG.net and ITworld.com to investigate and establish global IDG standards for document classification. Classification is important because it allows different business units to share content more easily with each other and with potential partners in content syndication arrangements. A standard classification system also allows for more structured searching, and searches could potentially be conducted across many IDG sites at once.

- Branding for regional online efforts. Business units want a global brand around which they can negotiate syndication or partnership agreements with either large international players (such as Yahoo, MSN and others) or strong local players looking for content (ISPs, etc.). It was suggested that the IDG.net brand already fullfils this function in some partnerships (for example the CNN "powered" by IDG.net technology channel), and that there will be a growing need for a brand like this that IDG business units and licensees in the region can use to swing these sorts of deals at the local level. There was also discussion about the need to distinguish between IDG's content publishing (some of which uses the IDG.net brand) and IDG's corporate information (which currently uses the IDG.com brand). This discussion was extremely timely as IDG.net [Publisher] **Jeff Julian** was able to absorb the feedback, and it has had an impact on the redesigns of the IDG.net and IDG.com sites now under way.

IDG.net signs pact with online service Deja.com

IDG.net this month inked an agreement with Deja.com, a leading provider of comparison shopping resources, that will integrate product reviews covering a wide range of computing categories from IDG.net's network of 270 Web sites into Deja.com's Precision Buying Service.

IDG.net will provide Deja.com with product reviews and related content on a weekly basis from publications including *PC World*, *Computerworld*, *InfoWorld*, *Network World*, *Macworld* and *GamePro*. Occasional reviews will also be available from *LinuxWorld*, *JavaWorld* and *SunWorld*. Deja.com will display excerpts from IDG.net's reviews in connection with products featured in Deja.com's Computing and Technology channel. Interested readers will also be able to seamlessly link to the full articles.

Deja.com's Precision Buying Service is an online resource that helps consumers decide what products to buy and where to buy them. In addition to professional product reviews from IDG.net and other industry experts, the service features comprehensive product specifications, tools to select and compare products, a proprietary product ID-based comparison shopping service, more than 1,000,000 consumer-generated product ratings, user reviews and product research-related discussion forums.

"Our agreement with Deja.com is a great opportunity to leverage IDG's award-winning editorial and comprehensive product reviews – and deliver them to a new audience," said **Jeff Julian**, publisher, IDG.net. "The quality of Deja.com's services as well as their commitment to deliver the best product information available on the Internet speaks for itself. We are thrilled to team with them in providing consumers with a superior shopping resource."

Founded in 1995, the company is headquartered in New York City.

For more information, contact Jeff Julian at jeff_julian@idg.com.

noteworthy people

IDG WORLD UPDATE

Gibson

IDG WORLD UPDATE

Antioquia

IDG WORLD UPDATE

Weil

IDG WORLD UPDATE

Niccolai

IDG WORLD UPDATE

Hayes

Promotions

Ron Gibson, formerly facilities junior planner has been promoted to facilities planner at the 501 Second St. office in San Francisco. "Ron joined the facilities department in March, 1998 as the facilities coordinator," said **Todd Simms**, director of facilities and operations, "and moved into the junior planner position in September, 1999. Ron's hard work, eagerness to learn new things and vast knowledge of space planning issues will allow him to make a smooth transition into the planner position."

Facilities Coordinator **Andy Antioquia** has been promoted to facilities junior planner. "Andy has shown a desire to learn more about planning from the moment he joined the department," said Todd Simms, director of facilities and operations at 501 Second St. in San Francisco. "Andy's excellent organizational skills, attention to detail, and good communication skills will enable him to be an excellent planner."

IDG News Service San Francisco Bureau Chief **Clare Haney** adds news features editor to her title, taking over the management of Enterprise stories. "Her objectives will be to work with all staff on the development of story ideas and offer more coaching during the writing process so that stories don't just appear magically but benefit from some back-and-forth through a few drafts," said **Elizabeth Heichler**, IDG News Service editor-in-chief. "She'll also take up the banner for those stories, identifying editors at IDG publications who may be interested and either pitching stories or, in some cases, developing the story with an IDG editor who has a spot for it in mind ahead of time."

IDG News Service Senior U.S. Correspondent **Nancy Weil** and Latin American News Editor **Juan Carlos Perez** join the U.S. news desk as assistant news editors. "Nancy will be responsible for desk shifts, and also supervise the global virtual copy desk," said New Service Editor-in-Chief Elizabeth Heichler. "And she's been wearing that Style Mistress tiara for a couple of weeks now so we may as well award her the sash, too. Juan — who has demanded that his full title be "assistant news editor — basketball" to reflect his thwarted ambitions, will also now be taking on more responsibility on the English-language wire, primarily taking some of the busy U.S. desk shifts and, like Nancy, coaching junior staff who are not primarily reporters to develop their newswriting abilities, thereby helping us to feed the insatiable appetite for stories that the wire develops during the U.S. day."

Senior U.S. Correspondent **James Niccolai** is now the IDG News Service's senior editor. "[James] will take over the Columns effort and, in addition to ensuring that we have a schedule and everyone keeps to it, will work with everyone on developing column ideas and seeing that we really explore the style that this form affords us instead of falling back on the basic news story as happens not infrequently," said News Service Editor-in-Chief Elizabeth Heichler.

New employees

IDG World Expo welcomes Director of Operations **Nora Hayes**, who most recently worked as a key account manager at ZD Events. She graduated from Bridgewater State College and enjoys traveling and sports.

IDG Global Solutions' Miami office has hired **Maria Natalia Parrales** as an account executive. She was previously a receptionist at Globaus, Inc. Away from the office she enjoys playing sports.

Mac Publishing L.L.C. has hired **James DeCleene** as a sales assistant. He was previously an operations coordinator for the Northwest region with Kaplan Educational Services. When not continuing his education at San Francisco Community College, he enjoys fantasy gaming.

Previously vice president of content development at EBSCO Publishing, **Philip Wallas** is now IDC's director of partnerships and content licensing, promoting partnerships to sell IDC research through new channels. He holds a B.A. in English from Wesleyan University and an M.L.S. from Simmons College in Boston.

Senior Research Analyst **Dave Reinsel** comes to IDC's Storage group from his position as market analyst at Hutchinson Technology Inc. He holds a B.A. in secondary education with a minor in mathematics from the University of Missouri/ Kansas City. Father of three, he also plays the piano.

Robert Mahowald joins IDC as a research analyst in the Collaborative Computing group, coming from the U.S. Department of Defense where he was a senior training and operations officer. He earned a B.A. in English and journalism from the University of Iowa and an M.A. in English from Wesleyan University. He enjoys cross-country skiing, crossword puzzles and squash and recently had his third child in as many years.

IDC Latin America has hired **Maritza Montero** as office administrator. She was previously a buyer's assistant with Greyhound Leisure Services and is currently working toward a B.A. in marketing at Miami Dade Community College. In her spare time she enjoys art, fitness and reading.

ITworld.com's Southboro, Mass., office has hired **Kathryn Meyers** as a graphic production specialist. She was previously a Web specialist with Sherwood Research. She graduated from the University of Massachusetts/ Dartmouth with a B.F.A. spe-

continued next page

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Christian Mahler *IDG Germany*

16
Susan Searle *IDG Australia*
Jill Stevens *IDG*

15
Diane LaLumiere *IDC*

11
Brian Clarke *IDC*

10
Donna Vieraitis *IDG Books*

9
Marc Mikulich *IDG Books*
Claus Egge *IDC U.K.*

8
Michael Melenovsky *IDC*
Daniel Kusnetsky *IDC*

7
Gerald Wee *Computerworld Singapore*

6
Myles McLaughlin *IDG*

5
Rob Springer *IDG Books*
Rosalynn Chua *IDG World Expo/Singapore*

4
Nigel Woodward *IDG Australia*
Stephanie Koutek *IDG Books*
Fredrik Zanderholm *IDG Sweden*
Daniel de Blas *IDG Spain*

3
Rocco Bortone *Network World*
Anne Sipahimalani *IDG Books*
Lynn Van Duyn *IDG Books*
Christine Berman *IDG Books*
Robert Amatruda *IDC*
Christine Tenneson *IDC*
Carla Nash *IDC*
Stephen Drake *IDC*
Søren Eskildsen *IDG Denmark*

2
Tessa Hoult *IDG Australia*
Teresa Reecer *IDG Books*
Schelley Olhava *IDC*
Mindy Lim *Computerworld Singapore*
Linda Nilsson *IDG Sweden*

1
Brian Lew *IDG Books*
Karl Miltz *IDG Books*
Barry Offringa *IDG Books*
Dan Whetstine *IDG Books*
Kelly Hardesty *IDG Books*
Ed Adams *IDG Books*
Karin Reid *IDG Books*
Rikki Kirzner *IDC*
Heather McAllister *IDC*
James Nagle *IDC*
Josephine Mong *IDC*
Darren Jeung *The Industry Standard*
Kimberly Cormican *CIO*
Martha Becquer *IDG Global Solutions*
Fritz Fischbacher *IDG Germany*
Martin Christison *IDG Sweden*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

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cializing in visual design. A book and toy collector, she also enjoys hiking and cross-country skiing.

Jennifer Wilson is the new associate editor at ITworld.com's *JavaWorld* online magazine in San Francisco. She held a similar title at France Publications in Atlanta. She earned a B.A. in philosophy from Atlanta's Emory University and an M.A. in mass communication from the University of Georgia.

Previously a senior copywriter with ZD Events, **Julian Edwards** is now a marketing specialist with *The Industry Standard*. He holds a B.A. in humanities from Johns Hopkins University in Baltimore, Md., and was a Peace Corps volunteer in Honduras from 1993 through 1995.

The Industry Standard has hired **Lisa Wu** as senior marketing manager. She comes from *Runner's World* magazine where she was sports marketing manager. She holds a degree in American history from Columbia University and is a "sports junkie" when not spending time with friends and family.

Benefits Manager **Moji Saavedra** comes to *The Industry Standard* from Bebe Stores, Inc., where she held a similar title. She holds two degrees from San Francisco State University, an M.A. in economics and a B.S. in business management. Away from her desk she likes to spend time with her husband, family and friends.

Previously online editor at the *San Francisco Examiner*, **Suzan Revah** is now deputy news editor with *The Industry Standard*. She earned a B.A. in journalism from the University of Maryland and likes to bicycle, dance and practice yoga.

Previously manager of event marketing at GetThere.com, **Liz Naughton** is now event manager for *The Industry Standard*'s rooftop parties. She graduated from Santa Clara (Calif.) University with a B.A. in communication.

Managing Editor, Conferences **John Eckhouse** comes to *The Industry Standard* from his role as managing editor, events and research at *Information Week*. He earned a B.A. in communications from Stanford University in Palo Alto, Calif., and an M.A. in journalism from the University of California/Berkeley. In his spare time he likes skiing, backpacking and photography.

Transfers

Previously a graphics coordinator with *Computerworld*, **Rayna Meleedy** is now with ITworld.com in Southboro, Mass., as an advertising operations coordinator. She earned a B.A. in sociology and psychology from the University of Massachusetts/Amherst, and M.A. in human resources from Framingham (Mass.) State College and is currently working toward a certificate in Web development from Boston's Northeastern University. Away from the office she enjoys drawing, Web design and walking.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Correction

The May 1 article about IDC's AppSourcing Forum inadvertently omitted IDC Research Analyst **Amy Mizoras** from the list of speakers. Amy not only delivered an outstanding keynote presentation but did so on 24 hours notice to substitute for **Clare Gillan**, who was battling laryngitis.

Wilson

Edwards

Wu

IDG WORLD UPDATE PHOTOS

celebrating 10!

Name
Manfred Zimmermann

Home
Vienna, Austria

Joined IDG Austria
January 1989 as an advertising sales person.

Most challenging part of your job
Every week there's a new newspaper.

Best part of your job
Communication with people.

Career highlights
Reaching the advertising sales management level; becoming IDG Austria's top salesperson.

I joined IDG because
I wanted to be involved with the making of a newspaper.

What's kept you at IDG for 10 years?
The challenge, good working conditions, friendly colleagues.

Interests outside the office
Sports and travel.

What accomplishment at work are you most proud of?
Sales for the TOP 500.

Favorite Web sites
Anything related to stock market reports.

What talent do you wish you had that you don't have?
Better athletic and artistic skills.

Fantasy job
Athlete

IDG Chairman ***Pat McGovern*** *(right) recently invited IDG Austria's* ***Manfred Zimmermann*** *to dinner at the restaurant Korso in Vienna in honor of his decade of service to the company.*

As a kid, what did you want to be when you grew up?
An athlete or an artist.

One possession you'd grab if your house were on fire?
My passport.

Favorite vacation spot?
The Greek islands.

Retirement dreams?
Traveling

Manager's profile
"Manfred's value to the company can be described very easily. For more than 10 years he has been the best-selling salesperson within IDG Austria. His hard work represents at least 35% to 40% of the display ad revenues of the company."

Manfred Weiss, general manager, IDG Austria

and finally.

Here are some interesting anagrams that, once the letters are rearranged, say more than you might expect!

Dormitory: Dirty room

Slot Machines: Cash lost in'em

Snooze Alarms: Alas! No more Zs

Year Two Thousand: A year to shut down

Mum's the word

Contrary to popular thinking, Mother's Day was not invented by greeting card companies, chocolatiers or florists. The earliest celebrations honoring mothers were held in the spring in ancient Greece and paid tribute to Rhea, the Mother of the Gods. In the 1600s, England began honoring mothers on Mothering Sunday, the fourth Sunday of Lent.

In the U.S. in 1872, Julia Ward Howe, author of the words to "The Battle Hymn of the Republic," suggested the idea of Mother's Day as one dedicated to peace. Anna Jarvis, however, is credited with bringing about its official observance. Her campaign to establish the holiday began as a remembrance of her mother, who died in 1905 and who had in the late 1800s tried to establish "Mother's Friendship Days" to heal the scars of the Civil War.

In 1907 Jarvis held a ceremony in Grafton, W. Va., to honor her mother. Moved by the proceedings she and her friends began a letter-writing campaign for a formal holiday to honor mothers, increase respect for parents and strengthen family ties. In 1910, West Virginia became the first state in the U.S. to recognize Mother's Day, and by a year later nearly every state had followed suit. In 1914, President Woodrow Wilson officially made the second Sunday of May Mother's Day.

White carnations were often worn on Mother's Day to represent the purity and endurance of a mother's love. Red carnations were worn to honor a living mother, while white ones came to signify one's mother had died.

Jarvis' holiday soon became a bitter one for her, however. Enraged by the commercialization of the holiday, she filed a lawsuit to stop a 1923 Mother's Day festival and was even arrested for disturbing the peace at a war mothers' convention where white carnations were being sold to raise money. Shortly before her death in 1948 she told a reporter she was sorry she had ever started Mother's Day.

Mother's Day is recognized throughout the world, and although not all celebrations fall on the same day, Denmark, Finland, Italy, Turkey, Australia, Belgium and the U.S. all celebrate Mother's Day on the same day.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4.000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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IDG New Zealand readies for debut of *e-Business*

IDG New Zealand is preparing to take the wraps off *e-Business*, a new publication aimed at helping companies transform themselves into e-businesses.

The one-time publication, due out this July, will be written *Computerworld New Zealand* journalists. *CW New Zealand* Editor-in-Chief **Richard Wood** will also serve in the same capacity for *e-Business*.

"*e-Business* will provide the in-depth information that companies need to take advantage of the e-commerce explosion," according to Wood. It will be written from a business perspective and will cover all aspects of transforming a company into an online business.

Topics covered will include:
- Why companies should get into e-business, and when.
- What the set-up costs are.
- Who to turn to for advice and solutions.
- Will it make money immediately?
- How to manage customer relationships (CRM).
- How to avoid common traps and pitfalls.
- What are the support and running costs?
- How to market your e-commerce site - B2B and B2C.
- Learn secrets on how to drive traffic to your e-commerce site.
- Tips on what kind of content will drive regular visitors to your

continued on page 2

Online computer buyers gain more resources on redesigned, PCW-affiliated WebShopper site

Change is good. Integration is even better.

WebShopper – IDG's three-year-old e-commerce site for IT product buyers – launched a new version of its site (www.webshopper.com) earlier this year powered by a new partner, PriceScan, a leading price comparison engine. Last month, links between WebShopper and PCWorld.com went live, allowing online readers to click on a "Check latest prices" link to get a price list on the product they're reading about.

"Next we'll be sending the same [links] to PriceScan so their visitors can link to reviews on PCWorld.com from products on WebShopper.com as well as from Pricescan.com," said WebShopper General Manager **Andrew Eisner**. "We're busy associating more products to articles so [there will] be more and more links as time goes on. As WebShopper becomes more tightly integrated with [parent business unit] *PC World*, visitors will be able to read reviews, get buying advice, and compare prices and in one convenient environment."

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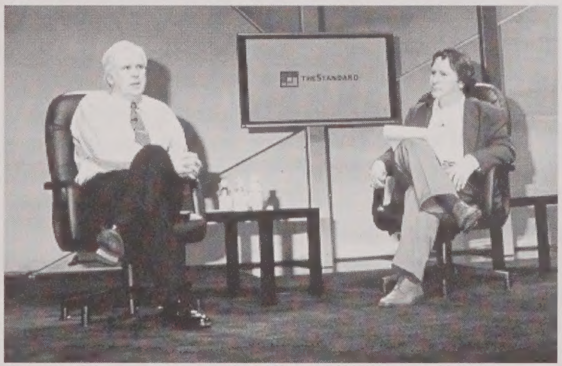
IDG WORLD UPDATE

The WebShopper team shows off the mousepads they're giving away (see contest details on page 5). (Front): ***Brian Cox****. (Back, left):* ***Robert Jackson, Kylen Campbell, Andrew Eisner, Chaya Milstein****.*

The Standard's iB2B event explores a "brave new world"

B-to-b was all the buzz in Boca Raton, Fla., at *The Industry Standard*'s first Internet Business-to-Business Conference, held at the end of March.

"Business-to-business is the Internet story for 2000, so it's appropriate that this year's conference program [for The Standard] kicks off with iB2B," said **David Evans**, Standard vice president, conferences and events. "The Internet economy comprises a diverse set of issues and enterprises, and we have designed our conference to cover this broad range from our unique perspective."



Standard Editor-in-Chief ***Jonathan Weber*** *(right) interviews Federal Express CEO Fred Smith .*

Basically, business-to-business commerce automates the buying and selling processes between companies. Examples range from large automotive manufacturers buying a broad range of materials to make cars to small firms buying pencils and chairs.

Greg Dalton, *Standard* senior editor, noted, "What was plain-old e-commerce a year ago is now being heralded as the brave new world of b-to-b. The result is inflated 'guesstimates' about market size and some ridiculous claims of who is doing b-to-b. Pretty soon companies that accept pizza orders over the Web and deliver to office buildings will be claiming that they are doing b-to-b e-commerce."

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newsworthy

in brief

IDG Venezuela fills a niche in the SOHO market with *SystemWorld*

With last month's launch of *SystemWorld*, IDG Venezuela has gone where no local publisher has gone before: home. The biweekly targets the home and small-office/home-office (SOHO) PC user. Until IDG Venezuela filled this niche, there was no large-circulation publication in the country for the non-professional or SOHO user.

SystemWorld is divided into sections such as news, software and hardware stories and reviews, consumer electronics, Internet and Windows tips, Parents and Computers, training, and upcoming events and trade shows that would interest the target readers (high- and middle-income households and small-office managers). Printed on newsprint, the initial print run is 65,000 and will be sold on newsstands with the Venezuelan daily newspaper *El Globo* and through subscriptions. The 6,000 or so subscribers to IDG Venezuela's *Computerworld and CW Canales* will receive free issues of *SystemWorld*. The first issue of the new publication was eight pages.

TECNOLOGIAS AL ALCANCE
SystemWorld
VENEZUELA
EL GLOBO
Los 10 mandamientos antes de llevar la PC a reparar
Indra apuesta al desarrollo tecnológico de Venezuela
Intel asegura que su chip PIII de 1 GHZ es el más veloz para PC
Nuevos Productos
THE IN

SystemWorld was promoted for two months prior to its launch through ads in daily newspapers and other IDG Venezuela publications including *Computerworld Venezuela*. The launch garnered some TV coverage and, thanks to *El Globo*'s parent company ownership of the GloboVision TV network, a TV ad campaign will soon follow.

Response from readers has been quite positive, said IDG Venezuela Managing Director **Peter Cernik**, "considering local readers almost never write to their preferred publications." He said he is optimistic that advertising will build quickly now that the first issue is out, noting that in Venezuela it is very difficult to sell the idea of a publication, that one needs the actual publication before any serious marketing can be done. "If you are a recognized publisher — as IDG is — then two or three months of regular releases are probably enough to convince big advertisers that you are for real; otherwise you would need at least one year."

Cernik is serving as *SystemWorld*'s editor-in-chief; the assistant editors are *Computerworld Venezuela* Chief Journalist **Ana Hierro** and *CW Canales* [*Channel World*] Chief Journalist **Clelia Santambrogio**. For more information contact Cernik at cernik@cwv.com.ve. WU

News of note around the globe

- ***CIO*** magazine was featured in *min* magazine's Spring/Summer 2000 issue. Within the "top magazines" cover story, *CIO* earned a profile in the business-to-business category. The focus was on *CIO*'s January redesign; Executive Director/Art and Design **Mary Lester** was featured along with Publisher **Gary Beach** and Editor-in-Chief **Abby Lundberg**.

- **IDG World Expo/Asia** deemed the first LinuxWorld2000 exposition in Singapore a great success. More than 10,000 visitors attended the event in March.

- **IDG Books Worldwide** exhibited for the first time at the London International Book Fair in March. Working with U.K. publishing partner, Transworld Publishers Ltd., a Bertelsmann AG company, IDGB met with more than 50 customers and licensing partners at the fair to extend its translation and distribution agreements for its more than 3,000 titles. Based on new partnership agreements, IDGB's *Frommer's* travel guides will also appear in French, Portuguese, Swedish, and Norwegian before the end of the year.

- ***GamePro*** magazine is ranked as fourth largest male teen magazine in the U.S., according to a recent study by Teenage Research Unlimited. *GamePro* is the market leader in the video and computer gaming industry with more than three million readers. *GamePro* reaches nearly 20% of all male teens and leads the industry with a circulation of over half a million, nearly 100,000 more than its closest competitor, *Electronic Gaming Monthly*. WU

e-Business

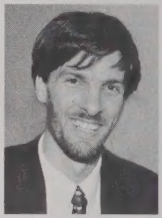
continued from page 1

e-commerce site.

- Plus technical options, solutions and answers to often overlooked issues, such as supply-chain integration and fulfillment, and lessons from firms that have made the leap.

e-Business is intended for non-technical senior management, sales and marketing managers and business development managers in small to medium enterprises. These are the people who need a savvy and practical guide that cuts through the hype to the essential issues and challenges of enabling businesses to become competitive in the on line commerce world, Wood explained.

The issue will have a minimum 72-page folio with a target of 25 ad pages, according to IDG New Zealand Associate Publisher **Bob Pinchin**.


Wood

e-Business will be available for sale on newsstands throughout New Zealand and direct from IDG (via phone or Web). A promotional campaign across a range of media will support the launch of the publication.

For more information, contact Richard Wood via e-mail at richard_wood@idg.co.nz. WU

IDG Spain phone changes

The main telephone number of IDG Spain is now +34-91-349-66-00. Managing Director **Paco Zabala**'s fax number is now +34-91-349-67-98.

primer back to basics

Information services

***Morris Effron** is the IS Director for IDG International Publishing Services in Boston. He can be reached at morris_effron@idg.com.*

Computer jargon

Applet A small program that can be downloaded from a server and run on the local computer.

Bits What IS departments try to put in the mouths of their users. (Also a contraction of "binary" and "digit" – representing zero or one – the smallest amount of information used to encode computer data.)

Bytes What users do to the IS hands that feed them. (Also a group of eight bits used to encode a single letter, number or symbol.)

Clients The personal computing devices (PC, Mac, PDA, WAP phone, etc.) individuals use.

Cookies Small files written to your computing client by a Web site to identify you to that Web site on subsequent visits.

Servers The central computing devices (mainframe, minicomputer, PC-server) shared by clients.

Protocol An agreed-upon standard for exchanging information; usually applies to types of electronic communication.

Spoofing Unauthorized methods used to gain access to change information on a network or Web site.

Q Describe a typical day in an IS department, if such a thing exists.

A As with most service departments, there's the day you plan to have and then the day that happens to you. The "prime directive" of the IS department is to insure that the organization has high-performance computing and communications resources available at all times. Due to human fallibility and the innate hostility of matter, it's inevitable that a part of a every day involves troubleshooting individual and infrastructure problems. The amount of such reactive work varies quite a bit, from the low hum of a user here and there having a specific problem, to the roar of a new virus like the Love Bug, or the accidental cutting of your high-speed link to the Internet.

While such reactive work is unavoidable, the key is to keep it to a minimum, and how you do that is really the heart of an IS department's daily support-related activities. First, you're constantly researching, testing and deploying new equipment and technologies in order to preempt failures and maintain high performance levels. Second, you're performing routine maintenance and upgrades on all existing equipment and software to keep it running smoothly. Third, you're continuously educating new and existing users about the computing tools at their disposal, because the more your users know the more self-reliant they are (and the less likely they are to open a viral e-mail attachment). Fourth, you're regularly re-examining and testing your disaster recovery procedures to insure that you have a way to keep operating if there's a major failure of some kind.

In addition to support, the IS staff identifies and deploys new uses of technology that enhance the success of the organization. Traditionally this involves developing or customizing software applications to streamline internal operations or introduce new services to the market. More and more, this also involves figuring out how to exploit wholly new technologies, from e-mail to XML to wireless. Development work of this kind is where you want to be spending the lion's share of your daily energies, but you have to make sure the trains are running on time too!

Q How do IS people keep up with the technical changes that seem to be happening hourly?

A "Continuous learning" is a popular catch-phrase for the new century, but it's a stark reality for anyone in technology. You must constantly update your skills. Fortunately, there are many ways to do this, and successful IS staff use them all. Trade magazines are a must – after the copy desk we're probably the most careful readers of all IDG content. Formal classes, vendor seminars, trade shows and professional associations are all important sources of information and interaction. Most important, and one of the great virtues of a forward-thinking organization like IDG, is the opportunity to actually test-drive new stuff. In IS, there is no substitute for direct, hands-on contact with new technology.

Q What are the biggest challenges facing IS in the next year?

A People increasingly want access to information resources from wherever they are, and the bandwidth options to allow it are improving. Making this happen reliably and securely – from fixed as well as mobile locations, for PC's as well as Internet appliances, for internal and external customers both – is a major challenge. In addition to better bandwidth, what makes ubiquitous access possible is the fact that everything is moving to the Internet. IS has to continue re-engineering all the business' processes – amongst its own employees, with its business partners and with its customers – so that they can run on the Internet using open standards. The greatest challenge however, is to find and retain the technical talent needed to meet these challenges.

Q What's the hardest part of an IS person's job?

A Juggling priorities and managing expectations. The same is probably true of most jobs, but the indispensibility of computing to all business activities today makes this even more the case for IS. As businesses try to accelerate their "time to market," the pressure on IS to address multiple priorities simultaneously increases. Of course when something breaks, that immediately becomes the affected party's top priority, which means they expect it to be yours as well. And this mix of initiatives and problems is changing all the time, so you're constantly having to readjust your to-do list and try to keep everyone involved informed.

People also expect computers to behave flawlessly, or at least in an explicable way. In fairness, so do IS people. The reality is that computers and software today are so complex that developers can't possibly test all conditions. You have to take a practical approach to problems, which means doing what does work versus what should work. So don't ask me why the computer did this, just tell me whether rebooting resolved it!

The Standard's upcoming events

Global Internet Summit
May 22-24
Hotel Arts
Barcelona
www.thestandard.com/events/global/overview

- An invitation-only event that provides business leaders and visionaries of the Internet Economy a forum in which to discuss their most important global business issues.

i_deals
June 7-10
The Peaks Hotel & Resort
Telluride, Colorado
www.thestandard.com/ideals

- An invitation-only event for senior Internet executives who are responsible for creating new business ventures and strategies partnerships.

iB2B

continued from page 1

That said, he continued, "The Net…is requiring every company to entirely rethink the way that it does business with its customers and suppliers."

Standard Chairman/President/CEO ***John Battelle*** *welcomes the iB2B attendees.*

More than 850 invitation-only attendees from industries as wide-ranging as automotive, chemicals and beauty met to explore the future of the business-to-business marketplace, which analysts predict will be a $7 trillion one by 2004. Conference attendees ranged from the corporate executives who are creating their firms' business-to-business Internet strategies to the service providers building the Internet infrastructure and enabling the digital marketplace.

iB2B began with a roundtable of 12 executives, moderated by *Industry Standard* Editor-in-Chief **Jonathan Weber**, that looked at a number of b-to-b issues starting with what b-to-b means. He got the following answers:

- "For us, b-to-b encompasses all of the processes along the value chain, up to the point at which the end product or service is actually offered to the consumer…It's no surprise that most of the activity on the Internet will be b-to-b."

– Hal Logan, president/CEO,
Manheim Interactive

- "B-to-b is about creating demand, not just fulfilling it."

– Jake Winebaum, co-founder,
eCompanies;
general partner,
eCompanies Venture Group

- "B-to-b is a acronym that's very popular and it sits between b-to-c[onsumer] and a-to-z."

– Danny Rimer, general partner,
The Barksdale Group

Other topics discussed included how b-to-b methods mimic the business-to-consumer, leveling the playing field for smaller firms, and the value of marketing and branding in b-to-b commerce.

For more information contact Public Relations Director **Alissa Neil** at alissan@thestandard.com.

PCWorld.com launches consumer advice section

PC World may target the informational needs of corporate PC managers, but it's "always had a soft spot for the individual consumer," said **Randy Ross**, executive features editor for PCWorld.com. To that end, last month PCWorld.com launched a Consumer Advice section on its site (www.pcworld.com/consumer).

Consumer Advice brings together original material with the best consumer articles from the magazine. Two-thirds of the materials each month is exclusive to the site, produced by Ross and his staff: **Andrew Brandt**, **Michael Gowan**, **Linda Grubbs** and **Matthew Newton**. Regular contributors include **Anne Kandra** and **Roberta Furger**.

Areas on the site include the following:

- **Consumer Toolbox** offers advice and resources for consumer who feel they've been treated badly by a vendor, offering links to the consumer affairs offices and the Federal Trade Commission along with sample complaint letters.
- **Letter of the Week** runs a letter from a consumer with a gripe against a vendor and tries to help the reader resolve the problem.
- **Reliability and Service** runs the results of *PCW* reader surveys, rating PC manufacturers on how well they build and fix their systems.
- **Smart Consumer** offers privacy-protection plans and ways to avoid Web scams.
- **Shop and Invest** teaches consumers how to get the most from their Web experience, from shopping to investing.
- **Healthy Computing** provides ergonomic tips and ways to avoid repetitive stress injuries and other physical hazards. (see sidebar at left).

There is also a link to IDG's WebShopper.com *(see story p. 1)*, which can provide vendor price comparisons and online purchasing for any product mentioned on the *PCW* site.

Ross said that readers love it when *PCW* runs consumer advocacy or investigative stories. "We've been doing consumer stories for years. This is a key area that sets us apart from competing computer publications," he added, noting that Consumer Advice had little competition as Ziff-Davis and C|Net do not run these types of stories.

For more information, contact Randy Ross at randy_ross@pcworld.com.

PC posture (and we don't mean 'politically correct')

Some ergonomic tips from PCWorld.com's Consumer Advice section:

1. Wear a phone headset to keep your neck and shoulders strain-free.
2. Adjust your monitor so the area you spend the most time looking at is straight ahead.
3. If you use a document holder, position its height along the same line of vision as your monitor.
4. Keep your shoulders back and relaxed.
5. Hold your forearms at a right angle to your body, parallel to the floor. Keep your arms close to your body.
6. Keep your wrists straight (no flexing!) and curve your fingers gently while you type.
7. Use a chair with an adjustable backrest, so it can support your lower back.
8. Keep your thighs parallel to the floor and your feet flat on the floor or on a footrest.

Monday, May 15, 2000

Ad Sales Associate (CIO) CIO is looking for a high-energy individual to provide sales support to the San Francisco, CA sales office. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's. Ideal candidates will have a customer service orientation, strong writing skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 2-3 years business experience. *Location: San Francisco CA*
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

Circulation Director (CW) Computerworld is searching for a hands-on Circulation Director with 5+ years experience in directing and managing controlled and paid circulation activities for print and electronic publications of the company. This is an exciting challenge for a progressive and creative leader knowledgeable in all aspects of Circulation. Responsibilities include: budgeting, planning & profitability analysis; implementing promotion efforts for new subscribers, requalification and renewal of current subscribers; supervising subscription fulfillment; maintaining relationships with outside vendors; managing a staff of 5. We are looking for someone who will work closely with our editors and sales teams to help maintain our top quality circulation. Qualifications/Experience: BPA audit for paid & controlled circulation; computer modeling; direct-marketing skills; circulation promotion, fulfillment; and financial analysis. Experience developing/maintaining e-mail newsletter circulation a plus. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

West Coast Bureau Chief (CW) This bureau management position includes supervising and working with Computerworld's West Coast reporters, significant assignment and editing responsibilities in the news, business and technologies sections and some writing. The bureau chief must play an active role in recruiting and screening West Coast job candidates, and in representing Computerworld management at a variety of industry events, press conferences and trade shows. The person in this position will be responsible for discussing, assigning and shaping stories and art/graphics with writers each week, in coordination with other editors. This job calls for frequent contact and communication with the East Coast home office. Requirements include strong editing skills, demonstrated knowledge and understanding of the computer industry and IT professionals, excellent communication and organizational skills, and the ability to juggle multiple tasks. Previous management experience is a plus. *Location: San Mateo CA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

CEO (CW) Computerworld is looking for a proven leader capable of providing strategic vsion and delivering business results. This individual will have a deep understanding of the enterprise business computing market and the strategic role played by information technology professionals and leaders in that market. This person will advance a compelling vision for Computerworld's role in the Computer industry through its newspaper, web site, conferences and other information services. Demonstrated experience in running a company successfully—motivating a staff, meeting financial goals, communicating effectively, driving revenue, building new products—is required. This individual will have a keen understanding of the broad array of information services—online, print, research, databases, events—and how they can be effectively integrated to provide technology suppliers with compelling marketing programs, and technology buyers with high value editorial and related content products. The individual should have a very clear understanding of Computerworld readers, IT leaders and strategists. *Location: Framingham MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Recruiting Specialist, East Coast and West Coast (IDC) IDC is hiring two recruiting specialists to join the HR Team to develop and fill the pipelines for Analyst, Sales and corporate roles. Specific functions will include working with HR Managers/Group Managers to define positions, source candidates and drive the process to conclusion. As a member of the Recruitment Team you will make recommendations with regards to and participate in job fairs, open houses, college recruiting and other networking events. Candidates should be resourceful in the utilization of all internal and external sources to locate candidates, have the ability to establish strong working relationships with internal clients and candidates, and have demonstrated success recruiting for exempt positions. *Location: Framingham MA; Mountain View CA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Associate Research Analyst, Storage (IDC) To support and develop the quarterly research products in the areas of storage optical/removable and tape mechanisms as well as media. The ideal candidate will have: high level of proven analysis skills, strong writing ability, effective communication and team working skills, excellent Excel skills and database experience. *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Consulting Manager (IDC) IDC's Services Research Group is seeking a consulting project manager for a rapidly growing services consulting practice. Working closely with a team of industry analysts, you will manage projects, ensure research quality, support business development and build and maintain relationships with leading IT and business service firms. The ideal candidate would possess strong project management capabilities, solid presentation skills, quantitative and qualitative market research knowledge, and a strong desire for customer satisfaction. Interest in working on strategic issues with fast-paced ebusiness and Internet services companies, ASPs and new service ventures is a must. Ideal experience includes information technology industry analysis and/or consulting. MBA preferred. Knowledge of the IT services market is a plus. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Program Director, IT Markets & Strategies (IDC) IDC is seeking a Program Director for the IT Markets and Strategies Program in the Global Research Group, which manages several of IDC's highest profile products. These include the IDC Black Book , which rolls up all of IDC's market numbers across 55 countries and over 40 technology categories, the Information Society Index, which analyzes the technology capacity of 55 countries, and The New IT Economy, which analyzes the impact of IT and Internet technology on the global economy. It also includes a research operation in the UK covering the same issues from a European perspective. The Director will need to be multi-talented. Key attributes we are looking for include: business development and client interaction skills, data analysis and research skills, and the ability to develop a team. The ideal candidate will have experience in or knowledge of the IT industry, experience building a business, and sufficient facility with quantitative analysis to support the creation of high-quality, quantitative analysis. International business experience would also help, since this is a global product in a company with over 40 research offices outside the U.S. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Research Director, PC and Mobile Device Technology (IDC) This newly created position will be responsible for researching technologies that will impact future desktop, laptop, and handheld device platforms, with a focus on technology integration and future impact on users. Primary focus is on the development and execution of technology-based special reports, studies and consulting projects, working in conjunction with IDC's analyst and consulting teams. The position's secondary focus is as a contributor to existing research programs. The ideal candidate will have an understanding of key technology trends in the areas of PCs and handhelds, including display technologies, bus architectures, communications standards, input methods, basic desktop and mobile components, and future technologies required to drive high-bandwidth content across various device platforms. Strong project management, written and verbal communication, public speaking, and small team leadership skills required. Ideal candidate will possess either an engineering background with strong analytical writing and interpersonal skills, or a PC generalist with the same. At least four years of qualitative technology research experience in a team environment, at a market research or vendor company or within the IT industry. *Location: Mountain View CA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Managing Editor (IDG/CMC) IDG Executive Forums is seeking a seasoned Managing Editor to be responsible for all aspects of print and electronic editorial operations and production. Working closely with the VP of Editorial, this individual will execute on vision and ensure that editorial content is consistent with business objectives, perspectives and philosophies. Responsibilities include: Management of editorial staff and editorial calendar, generation of ideas for articles, assignments, editing and production of newsletter and web-based content. In addition, the managing editor will work establish and maintain editorial procedures and workflow, administer the department budget, hire, supervise editorial staff. The ideal candidate will have an entrepreneurial spirit, a minimum of five years' experience as a writer, editor, or managing editor on a technology publication, familiarity with production process and related elements, and ability to supervise . *Location: San Mateo CA*
Contact: C. Shipley, Fax: 650-312-0547, Email: chris_shipley@idgconferences.com

Sales Director, Major Accounts (IDC) Seeking a senior level major accounts sales professional for managing sales and business relationships at US HQ locations and coordinating worldwide business for several top IDC vendor customers. Responsible for monthly sales of services, to include renewing existing services as well as selling new annual services, other syndicated research, and consulting (working with dedicated consulting sales partner). Reports to Group VP of Enterprise Sales. Will require 30% travel. Must have minimum of 5-8 years of executive selling experience with complex goods or services to technology vendors. *Location: Mountain View CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Customer Service Rep. (IDC) Responsibilities include supporting multiple (3) full time Major Account sales people with proposal generation, proposal follow-up, and other customer service functions. Heavy client interaction and excellent telephone skills are a must for this position. Position requires strong PC skills including proficiency in Word and Excel. *Location: Framingham MA*
Contact: D. Siegel, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Creative Specialist (IDG/CSC) IDG's Corporate Support Center is seeking a part-time Creative Specialist. In this position, you will design, maintain and support the routine activities related to the IDG.COM website, working with IDG Corporate Communication department and IDG Global Communication teams. Primary responsibility will be designing dynamic banners, copyediting content, researching and updating on-line information on a daily basis. Candidate will also provide presentation development and support to IDG's executive team, taking raw information and turning it into compelling charts and presentations, creating customized graphics, designing collateral materials. The ideal candidate must exhibit creativity, leadership, excellent organizational skills, attention to detail and have strong interpersonal skills. Being comfortable working with multiple projects under tight deadlines in a fast-paced environment is essential. The candidate must have a strong command of WEB applications, HTML, Lotus Notes, and PowerPoint as well as a good working knowledge of other presentation packages (PhotoShop, Illustrator, multi-media). Bachelor's preferred but not required. *Location: Boston MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Design/Production Intern (IDG/GMG) Qualifications: Strong organizational skills and attention to detail; Computer skills: preferable Macintosh/word processing and graphics- Illustrator, QuarkExpress, Photoshop; Ability to handle multiple responsibilities; Job Description: Assist Art Department in all areas including Formatting copy and entering edits on galleys/layout; Handling correspondence, vendor relations (return art, send tearsheets, etc.); Archiving and documenting pages for Art/Design library; Scanning and manipulating images; and Clerical duties using Macintosh (Word and Excel); Filing and storing back issues, tearsheets, etc. *Location: San Francisco CA*
Contact: FMAO, Fax: 415-546-5225, Email: fmao@gamepro.com

On-line Production Intern (IDG/GMG) GamePro.com seeks a highly motivated student to help maintain one of the web's top video gaming sites. This is an excellent opportunity for someone who is looking for experience in the web industry and loves video games. The On-line Production Internship is a part-time, entry level position providing an over-all learning experience in on-line publishing. Working closely with the On-line Production/Development staff, the intern will assist in all aspects of content production, as well as general development tasks as needed. Major Areas of responsibility include:Contribute to production of articles, features, news on a daily basis including inputting content into database and optimizing graphics in Photoshop; Coordinate with Editorial Staff to maintain cheats of all gaming channels; Assist Editorial Staff in providing content as needed; Investigate strategies to increase audience base; Coordinate with Editorial Staff on capturing screenshots; and Assist in organization of game cataloging. Skills: Interest in video games (PC and Console); Internet/browser knowledge; Familiarity with Windows/Mac platforms; Adobe Photoshop, graphics program knowledge helpful; HTML knowledge helpful; and Flash skills a plus. *Location: San Francisco CA*
Contact: J. Ramirez, Fax: 415-975-2630, Email: jramirez@gamepro.com

Offices Services Coordinator (IFW) Seeking a high-energy and motivated individual for the position of Office Services Coordinator. Ideal candidate will enjoy working with & providing service to a diverse group of people and have a strong orientation to customer service. Responsibilities include processing mail, conference room set-ups, overseeing the ordering & inventorying of supplies, directing calls on console switchboard. Excellent communication skills and PC proficiency with Microsoft Office and Lotus Notes is desired. *Location: San Mateo CA*
Contact: Steven Brown, Fax: 650-312-0668, Phone: 650-312-5207, Email: resumes@infoworld.com

Sales Associate (IFW) InfoWorld is looking for a high energy, multi-talented individual to provide support for the Bellevue, WA Regional Sales Office. Working as a vital part of the team, this individual will work in partnership with the Regional Sales Manager and support the selling efforts by providing client service, gather research for the region, prepare sales reports, media kits and presentations. Genuine enthusiasm for technical publishing, excellent communication and telephone skills are essential. Candidates will have proficiency with Microsoft Office, Lotus Notes and PowerPoint. *Location: Seattle WA*
Contact: D. Pellegrini, Fax: 425-454-7396, Phone: 425-454-7188, Email: resumes@infoworld.com

Contract & Billing Coordinator (IFW) InfoWorld is seeking a self-directed Contract & Billing Coordinator who will document, verify and process billing for advertising customers. This is an intermediate level accounting position that requires 1 -2 years accounting/bookkeeping and PC spreadsheet experience. The individual must be proficient in working with spreadsheets, and experienced with computerized billing systems. Ideal candidate will be detail oriented, possess excellent organizational skills and enjoy working closely with other departments and groups (Sales, Ad Coordination, IDG IMS Group, IDG Credit Dept.) in a high paced work setting. *Location: San Mateo CA*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

Contract & Billing Coordinator (IFW) InfoWorld is looking for a Contract & Billing Coordinator who will document, verify, and process billing for advertising customers. This is an intermediate level accounting position that requires 1-2 year's accounting/bookkeeping and PC spreadsheet experience. The individual must be proficient in working with spreadsheets, experienced with computerized billing systems, detail oriented, have excellent organizational skills, and the ability and flexibility to work closely with other departments and IDG groups. *Location: San Mateo CA*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

Director of Systems (ITworld) Director of systems will be in charge of managing the company's IT group, (currently 6 people). You will be responsible for the UNIX and NT network systems, which includes the public and private networks, (3 server farms, 40 Solaris servers, 10 NT servers and 300 nodes). Hire, manage, develop and evaluate technical staff. You must be hands on, highly motivated director, with excellent and broad technical skills with 5 years of experience managing UNIX and NT environments. Extensive experience with UNIX, Solaris experience being preferred. Comfortable with Oracle and experience working with a DBA group highly desirable. Expertise with Network Security and Firewalls is needed. Strong experience with web server software (Apache) with a strong understanding of NIS+, DNS, Internet, IP and routing concepts required. Cisco exposure is a must. Will be supporting desktop users on NT server network so an understanding of NT is desirable. *Location: Southborough MA*
Contact: K. McIsaac, Fax: 508-303-9788, Phone: 508-303-9731, Email: jobs@computerworld.com

Assistant Editor (Mac Pub) Macworld magazine is seeking an assistant editor to work on both the front-of-the-book section of the print magazine and on the Macworld.com Web site. Responsibilities includes helping to develop, assign, write, and/or edit several small items per month for the front-of-the-book section of Macworld; also follow breaking Mac-related news and other hot topics in order to develop, assign, write, and/or edit several new items per week for the Macworld.com Web site. Skills Required: Demonstrated writing and editing skills as determined by background, clips provided, and an editorial test during the interview process. Ability to contribute productively to a team environment. *Location: San Francisco CA*
Contact: J. Snell, Email: jsnell@macworld.com

Graphics Coordinator (NWW) Network World is seeking a Graphics Coordinator to help create and manage the flow of infographics that appear in our magazine and on our Web site. The candidate must be able to think visually, taking complex concepts from news stories and envisioning ways to present them in easy-to-digest graphics. Journalism experience is a plus. *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

On-line Researcher (NWW) Network World Fusion (http://www.nwfusion.com) is seeking a full-time Researcher to help our readers get up to speed and stay informed on key networking technologies, issues and companies. The successful candidate will develop and maintain our Research pages, which link readers to articles and resources in key networking areas. Will work closely with our news, newsletter and features departments to identify on-line articles and resources to link to our daily and weekly articles. Will also play a key role in rolling out our new database-driven publishing system over the next few months. Ability to work on daily deadlines and familiarity with on-line and database searching a must. Knowledge of networking technologies and HTML preferred. *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

Network World Seminars and Events Marketing Manager (NWW) The dynamic and growing Network World Seminars and Events Group is looking for a Marketing Manager to take part in the marketing planning and execution of advertising, direct mail and electronic marketing for the seminars. Responsibilities include but are not limited to: determining and implementing the creative strategy for the seminars, establishing the marketing production schedules, copywriting and conducting post-event marketing analysis. The ideal candidate will have 3-5 years experience in high-tech marketing and/or communications. Excellent interpersonal, oral and written communication skills, with a flexible, team-oriented approach to problem solving. Proficiency in Microsoft Office software applications, particularly PowerPoint, Excel, and Word. *Location: Southborough MA*
Contact: M. Brunaccini, Fax: 508-490-6454, Phone: 508-490-6474, Email: hotjobs@nww.com

Account Manager (PCW) The Account Manager for the Los Angeles territory will be responsible for servicing and expanding existing business as well as pursuing and maintaining new advertising opportunities for PC World in both its print and on-line editions. Account Managers must have or develop a thorough understanding of the PC market and PC World's position and value in that market. Qualified candidates will have prior experience selling ads or on-line space, contacts in the computer industry, and a proven sales track record. The ideal candidate will have strong presentation and negotiation skills. *Location: Los Angeles CA*
Contact: S. Green, Fax: 949-250-4881, Phone: 949-442-4021, Email: susan_green@pcworld.com

Bot-tom Line

According to Webshopper General Manager **Andrew Eisner**, shopping bots have been around for a while. "These bots or agents crawl through sites on your behalf to find pricing and availabilty information," he said. "Although there are still a lot of bots running around the Web, many sites, including ours, employ a variety of 'spiders,' which crawl through the Web, visiting sites and automatically gathering data. This data along with product pricing files submitted from sites allow us to present up-to-date pricing information."

Corporate Value No. 8*

Eisner said one of the advantages of this co-branded site is that WebShopper can get by with a much smaller staff. Although it relies on *PC World*'s resources for running much of WebShopper, the division has a small staff of Web-savvy editors. Content Editor **Robert Jackson** is responsible for the electronic newsletters and much of the content on the site. Webmaster **Brian Cox** helps build and maintain much of the site along with several several members of *PC World*'s technical team. Two freelance contractors, **Chaia Milstein** and **Kylen Campbell**, work part time creating content and providing the product-to-article associations.

**In case the IDG Corporate Values plaque is not within sight, No. 8 is "Keep the corporate staff lean."*

WebShopper

continued from page 1

Online purchasers using WebShopper will now find a pricing guide and lead-referral service that lists products and their latest prices — from lowest to highest — from all the major resellers. (PriceScan does not charge vendors to list their prices and always posts the lowest prices first.) What's on the site? Two million books and more than 15,000 computer and electronics products from nearly 1,000 vendors, both online and off.

Powering the redesigned site is PriceScan's shopping bot technology (see sidebar at left), which collects all the product information and prices. Potential buyers are then sent directly to the vendor or reseller to complete the transaction. (Previously, WebShopper handled the transaction on behalf of its reseller partners.)

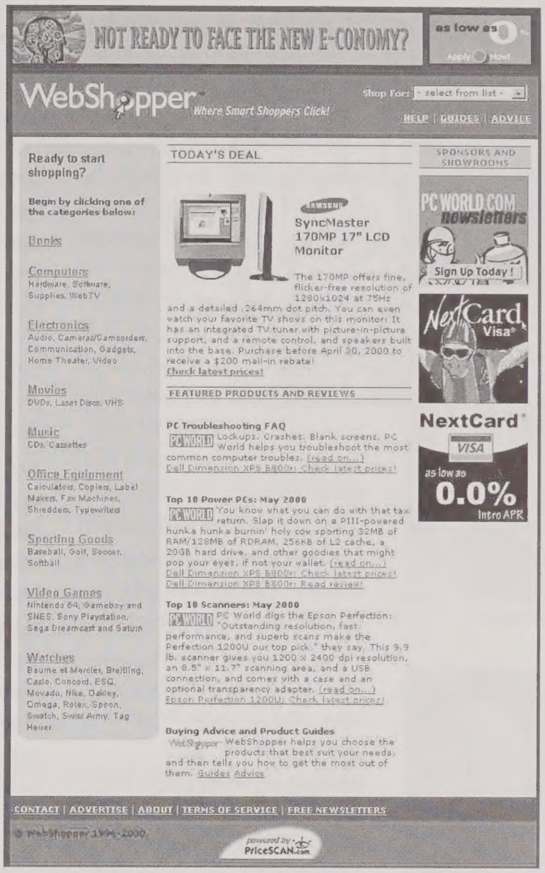
"One of the results of this new, more neutral, arrangement is the 'check latest pricing' link from *PC World* product reviews to price lists on WebShopper," Eisner noted.

Eisner said traffic has grown modestly since the relaunch, averaging about 10,000 visitors and 40,000 to 50,000 page views per day. While WebShopper's target audience has always been computer buyers who shop online, "based on what visitors are clicking on – processors, motherboard, memory and monitors are some of the more frequently requested categories — we seem to be attracting a fairly nerdy group," Eisner said, "but we can provide a valuable pricing guide for everyone from the hobbyist to IS manager."

> *What's on the site? Two million books and more than 15,000 computer and electronics products from nearly 1,000 vendors, both online and off.*

The WebShopper staff anticipates traffic will grow more dramatically as more traffic moves between PCWorld.com and WebShopper. "We also send quite a few leads to the resellers, which generates revenue for WebShopper since every time a visitor clicks over to a 'direct link' reseller, we share a lead referral fee with PriceScan," Eisner said.

Among WebShopper's competition are C|Net's computers.com, which recently acquired MySimon.com for around $700 million, and Computershopper.com from ZDNet. Other competitors include pricewatch.com and streetprices.com.



Ready to start shopping?

Begin by clicking one of the categories below:

Books

Computers
Hardware, Software, Supplies, WebTV

Electronics
Audio, Cameras/Camcorders, Communication, Gadgets, Home Theater, Video

Movies
DVDs, Laser Discs, VHS

Music
CDs, Cassettes

Office Equipment
Calculators, Copiers, Label Makers, Fax Machines, Shredders, Typewriters

Sporting Goods
Baseball, Golf, Soccer, Softball

Video Games
Nintendo 64, Gameboy and SNES, Sony Playstation, Sega Dreamcast and Saturn

Watches
Baume et Mercier, Breitling, Casio, Concord, ESQ, Movado, Nike, Oakley, Omega, Rolex, Spoon, Swatch, Swiss Army, Tag Heuer

TODAY'S DEAL

SAMSUNG SyncMaster 170MP 17" LCD Monitor

The 170MP offers fine, flicker-free resolution of 1280x1024 at 75Hz and a detailed .264mm dot pitch. You can even watch your favorite TV shows on this monitor: It has an integrated TV tuner with picture-in-picture support, and a remote control, and speakers built into the base. Purchase before April 30, 2000 to receive a $200 mail-in rebate!
Check latest prices!

FEATURED PRODUCTS AND REVIEWS

PC Troubleshooting FAQ
PC WORLD Lockups. Crashes. Blank screens. PC World helps you troubleshoot the most common computer troubles. (read on...)
Dell Dimension XPS B800r: Check latest prices!

Top 10 Power PCs: May 2000
PC WORLD You know what you can do with that tax return. Slap it down on a PIII-powered hunka hunka burnin' holy cow sporting 32MB of RAM/128MB of RDRAM, 256KB of L2 cache, a 20GB hard drive, and other goodies that might pop your eyes, if not your wallet. (read on...)
Dell Dimension XPS B800r: Check latest prices!
Dell Dimension XPS B800r: Read review!

Top 10 Scanners: May 2000
PC WORLD PC World digs the Epson Perfection: "Outstanding resolution, fast performance, and superb scans make the Perfection 1200U our top pick," they say. This 9.9 lb. scanner gives you 1200 x 2400 dpi resolution, an 8.5" x 11.7" scanning area, and a USB connection, and comes with a case and an optional transparency adapter. (read on...)
Epson Perfection 1200U: Check latest prices!

Buying Advice and Product Guides
WebShopper WebShopper helps you choose the products that best suit your needs, and then tells you how to get the most out of them. Guides Advice

WebShopper's traffic has grown modestly since the relaunch earlier this year, averaging about 10,000 visitors and 40,000 to 50,000 page views per day.

There were several reasons for redesigning WebShopper, Eisner said. WebShopper had been built on a proprietary technology that was becoming increasingly costly and difficult to maintain. WebShopper wanted to move away from the transaction-based model to a lead-referral site but using the same technology would have been too expensive.

"By teaming with PriceScan, we were able to build a mutually beneficial business model," he said. "PriceScan maintains the product database and all the reseller relationships. In return for creating and maintaining this product database, we share revenue with them. As part of the deal, we are now able to offer many new categories including consumer electronics, video games, and even watches. Which, incidentally, is one of the more popular categories – all those Internet millionaires trying to save a few bucks on a $12,000 Rolex." WU

Such A Deal...

The first five IDG employees who can name WebShopper's "Deal of the Day" on May 18 and May 31 will win new WebShopper mousepads (Rolex not included). Send your answers to *IDG World Update* Assistant Editor **David Bromley** at david_bromley@idg.com.

noteworthy people

Morsing

Horsager

Egeskov

IDG WORLD UPDATE

Louloudes

IDG WORLD UPDATE

Honens

IDG WORLD UPDATE

Muscarella

Promotions

IDG Denmark has reorganized its print publications into one division in order to have more editorial synergy and a consistent media strategy. As a result, three personnel changes took effect in April. **Finn Morsing**, an eight-year IDG veteran, is now editor-in-chief of the Danish company's print media and online content. In addition to *Computerworld* the channel title *IT-Branchen* and the CAD-CAM title *TechWorld,* all of which he previously managed, Morsing's responsibilities now also include *PC World* and *NetWorld*. **Jan Horsager**, who spent the past year as a journalist for *IT-Branchen*, has been named editor of the publication. In addition, 10-year IDG Denmark veteran **Lisbeth Egeskov**, who launched *IT-Branchen* one year ago, has returned to *Computerworld Danmark* as managing editor.

Carol Lasker, *Network World* associate publisher, adds vice president to her title. She was also named to *Network World*'s Executive Committee. "Carol and her team have done an outstanding job in making *Network World* the industry's fastest growing publication in advertising pages, far outpacing the marketplace and competition," said **Evilee Thibeault**, *Network World* president and publisher. "Carol's extensive industry experience has been, and continues to be, instrumental to *Network World*'s success in marketing and selling integrated print, online and events programs."

There have been several recent promotions in *Network World*'s ad sales department. Twelve-year Network World veteran **Sandra Kupiec**, advertising director, Western region, has been promoted to the new position of associate publisher, Western region. With the publication since 1996, Advertising Director **Tom Davis** has been promoted to the new position of associate publisher, Eastern region. **Dan Gentile**, Midwest regional manager, has been promoted to the new position of Midwest regional director. Gentile has been with Network World since 1990. "I am pleased to announce these important promotions and honored to have one of the most experienced sales management teams in the publishing industry," said **Carol Lasker**, vice president and associate publisher of *Network World*. "Sandra, Tom and Dan's motivational and leadership abilities have helped make *Network World* the No. 1 leader in advertising pages. We are fortunate to have them and proud to promote them."

New employees

Demetrios Louloudes is IDC's Internet Communications group marketing manager, coming from the NMHCC where he was responsible for the entire marketing program. He graduated from Bentley College in Waltham, Mass., twice, once with a B.S. and again with a marketing M.B.A. Away from his desk he enjoys biking, softball, tennis and volleyball.

Most recently a publishing technologies at The Christian Science Society, Software Engineer **Paul Honens** has joined IDC in Framingham as a software developer. He has a B.S. in English with a minor in writing from Boston's Northeastern University. Outside the office he enjoys astronomy, goes canoeing and kayaking, and builds furniture.

Consulting Manager **Beryl Muscarella** comes to IDC from CTC Communications where she was an account manager selling multiple voice, data and Internet products and designing application-specific network solutions. She earned a B.A. in urban studies from Bradford College in Bradford, Mass., and likes to ski and sail.

Karl Leong joins *GamePro* as an advertising coordinator, having been a freelance media planner at various ad agencies. He holds a B.S. in advertising from San Jose (Calif.) State University and enjoys outdoor activities such as hiking and a variety of sports.

East Coast Sales Manager **Michael Verity** comes to *GamePro* magazine from FF Publishing Group, where he held a similar position. He holds associate's degrees in music from Onandaga Community College and in business from Corning Community College and a B.A. in philosophy from Elmira College. He enjoys cycling, dogs and "chasing my kid around the house." He claims he will soon have another to chase around.

Previously technical manager with Premier Media Partners, **Oliver Dell** has joined *PC Advisor* in the U.K. as a Web developer. He earned higher national diploma in computing from Sheffield Hallam University and likes football, motorsport and cooking.

After having done contract work for the magazine, **John Masterson** joins *The Industry Standard* as an associate producer. He holds a B.A. in political science from the University of California/Riverside and is currently in his third year at San Francisco's Academy of Art College. Outside the office he enjoys reading and basketball.

The Industry Standard has hired **Susan Shin** as a marketing specialist. She previously held a similar position at *Red Herring*. She graduated from San Francisco State University with a B.S. in finance and likes to lift weights, dance and read.

Editorial Assistant **Katherine Felicano** comes to *The Industry Standard* from the St. Anthony Foundation where she was social service group administrative coordinator. She graduated from the University of California/San Diego with a B.A. in anthropology and enjoys reading and spending time with friends.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Robert Wescott *Computerworld*

17

Dorothy Adams *IDG Australia*

13

Stephen Lennox *IDG Australia*

12

Judy Schultz *Network World*
Joan Kelly *IDG Communications*

11

Kim Nash *Computerworld*

10

Sergio Rizzi *IDG Italy*

9

Christine Flanagan *Computerworld*
Renee Amadio *IDC*
Christer Björkin *IDG Sweden*
Mary Harvey *IDC U.K.*
Megumi Okamoto *IDG Japan*

8

Jean Dellarobba *Computerworld*
Masato Tsuchiya *IDG Japan*

7

Julia King *Computerworld*
Jose Laco *IDC U.K.*

6

Santiago Cruz Pérez *IDG Spain*

5

Tina Carter *IDG Books*
Nancy Koral *IDG Research Services*
Wolfgang Leierseder *IDG Germany*
Jenni Borisch *IDG Sweden*
Carl Rosschou *IDG Denmark*
Junko Kawasaki *IDG Japan*

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Stephen Beale *Mac Publishing*
Mari Keefe *Computerworld*
Richard Sais *Computerworld*
Kathleen Ohlson *Computerworld*
Christine Burns *Network World*
Sharon Eames *IDG Books*
Sandra O'Boyle *The Industry Standard*
Susanne Karlsson *IDG Sweden*

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Thomas Eberth *IDG Germany*

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Donna Dugo *IDG Executive Forums*
Jill Taylor *IDG Books*
Beth Sanchez *IDG Books*
Anna Kerr *IDC*
Stephen King *CIO*
Marla Fruitman *Laurentian Technomedia*
Petra Weiss *IDG Germany*
Micaela Minnameyer *IDG Germany*

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Catia Parmesan *IDG Italy*
Mauro Marangoni *IDG Italy*
Frith Breitzer *Mac Publishing*
Deanne Noberini *IDG Executive Forums*
Sami Lais *Computerworld*
Brian Massey *IDG Books*
Pamela Wilson-Wykes *IDG Books*
Jessica Taylor *IDC*
Kara Yokley *IDC*
Lori Patel *The Industry Standard*
John Douglas *IDG World Expo*
Julia Russ *IDG World Expo*
Chandra Tallman *CIO*
Julia Sprenger *IDG Germany*
Lionel Lamy *IDC U.K.*
Wendy Wang *IDC China*
Yvonne Engsig *IDG Denmark*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Join the IDG team at AIDS Walk Boston on June 4

AIDS
WALK
BOSTON
SUNDAY • JUNE 4
2000

The slogan for this year's AIDS Walk Boston is "Why do you walk?" And there are so many personal answers to that question for each of us who does walk. Ultimately though, it's because someone we loved is no longer here to walk with us just in our daily lives.

Once again IDG is a sponsor of this year's AIDS Walk and your participation is greatly needed – whether to walk or raise money. Last year IDG raised more than $12,000 and we are still one of AIDS Action Committee's Gold Teams. This is an honor we want to keep! IDG is, in fact, the AIDS Action Committee's third largest corporate sponsor and has collected close to $360,000 in Boston walk's 15-year history.

The 10-kilometer walk (that is 6.2 miles for the metrically impaired) begins at 9:00. The route both starts and ends at the Hatch Shell. It winds its way through the city and ends with a concert and great food donated by area companies. All along the route is encouragement and inspiration as bands play and people sing. Not only are you doing a wonderful thing but it's also great fun.

IDG will provide transportation from Framingham to Boston on Sunday morning. The van, which will hold 14 people on a first-come, first-served basis, will leave at 8 a.m. from 5 Speen Street sharp and return from Boston at 2:30. You are encouraged to reserve a seat by contacting any team captain. The wonderful people who are serving as team captains this year are:

Computerworld
- Maureen Roberti, 508-820-8277, maureen_roberti@cw.com

IDG Research, List Services and Sales
- Allison Stamm, 508-370-0860, allison_stamm@idg.com

IDG at 5 Speen
- Sally Reinfeld, 508-935-4423, sally_reinfeld@idg.com

Network World
- Lisa Smith, 508-820-750, lsmith@nww.com

IDG International Publishing Services
- Michele Nealand, 617-239-7842, michele_nealand@idg.com

Captains for Corporate Services, CIO, IDC, World Expo and ITworld.com are needed so if you're interested, please contact us.

We are only at the end of the beginning in the fight against AIDS. We cannot let complacency lull us into thinking that research is on its way to finding a cure. This is a critical time and much more needs to be done. Please remember, the money you raise and the support you show by your presence at the walk is a gift you give to those struggling to live with AIDS and the memory of every person now walking as a spirit. The Walk's Web site is www.aidswalk.net.

With many thanks,

deb Sandy

Deb Goldstein with Co-Chair **Sandy Weill**
Questions? Contact **Deb Goldstein** at 508-370-0820, deb_goldstein@idg.com or **Sandy Weill** at 508-460-6542, sweill@nww.com.

Mark the date: IDG employees will also be participating in the San Francisco AIDS Walk is on July 16.

celebrating 10!

Name
Jan-Bernd Meyer

Home
Munich, Germany

Joined IDG Germany
In July 1989 as an editor.

Career path since joining IDG
Senior editor since January 1991, responsible for the hardware section of *Computerwoche*; since October 1998 responsible for investigative cover stories, special projects and IT User of the Year award.

Most challenging part of your job
Unearthing at least some of the facts in marketing jargon.

Best part of your job
Succeeding sometimes in finding the truth behind the PR.

Latest accomplishment at work
Successfully implementing the first nationwide award for German IT users. (Outside work: Finding the most wonderful woman in the world via, yes, the Internet.)

What's the most memorable thing that's ever happened to you at work?
The help, inspiration and solidarity I got and still get from my colleagues. The people in our editorial office are what really makes me feel good and why I like working for *Computerwoche* so much.

What's kept you at IDG for 10 years?
I want to investigate and write stories about an industry that is most likely to change the world. IT will do this. *Computerwoche* is the No. 1 publication in this market. Therefore I have the chance to talk to the big shots of this industry and get a first-hand impression of and insights into what's moving our industry, our society, our lives.

If you could change one thing about IDG, what would it be?
IDG should definitely go public and give its employees the chance to become shareholders of IDG. That would tie the employees even closer to IDG.

Interests outside the office
Reading, jogging, movies, theater, discussions.

What ability do you wish you had that you don't?
Having an unlimited memory so I'd never forget facts, names, or incidents, even from years ago.

IDG Chairman ***Pat McGovern*** *escorted Computerwoche Senior Editor* ***Jan-Bernd Meyer*** *to dinner at the Bogenhauser Hof in Munich in honor of his 10 years of service to the company.*

Dream destination
A secure place in heaven with a good view of Earth.

Fantasy job
Being the chairman of IDG wouldn't be bad.

Five people — living or dead — you'd invite to a dinner party?
Albert Einstein, William Faulkner, Karl Marx and Alan Greenspan together, Gandhi, Jodie Foster, and German actress Barbara Auer.

What did you want to be when you grew up?
A pilot and a journalist. I started to write a book about John F. Kennedy when I was 12, but, honestly, I was in love with Jackie at the time.

Your idea of a perfect day alone?
Wake up, eat müsli, drink tea, read newspapers for hours (and not via the Internet), jog 10 miles, read books, and at the end of the day not be alone.

One possession you'd grab if your house was on fire?
My insurance policies, because those companies never trust you (and I don't trust them).

Manager's profile
"Jan-Bernd is an outstanding member of the editorial team of *Computerwoche*. Not only are his journalistic skills and moral integrity matched by few, but also Jan-Bernd contributed to our success with many good ideas for events and conferences."

Christoph Witte, Computerwoche editor-in-chief

Wanted: House to rent, exchange or sit in Sydney, Australia

PC World employee looking for a house to rent, exchange, or sit/mind in Sydney, Australia, this year from July 1 to July 14. If interested, we would be willing to exchange, for the same time period, with our two-bedroom San Francisco apartment, with fabulous views of the city. Please contact: cheryl_stephenson@pcworld.com or 415-978-3166.

(Editor's note: House exchanges and other classified ads are also posted on the Marketplace section of IDG World Update Online. Go to www.idgworldupdate.com.)

IDG WorldUpdate

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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WWW.IDGWORLDUPDATE.COM

IDG's licensing portfolio

- 90 licensed titles
- 53 licensees
- 49 countries
- 21 languages

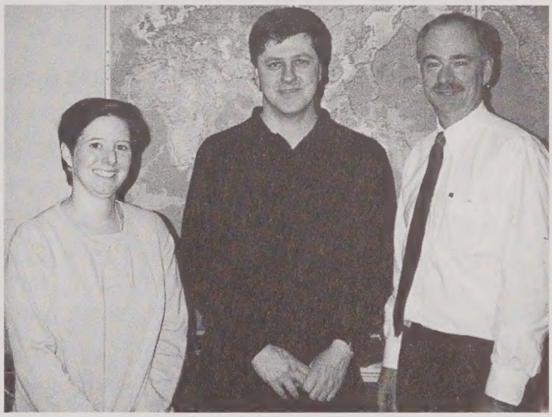
Licensees by product line

PC World	40
CW/InfoWorld	18
Network World	6
Publish	6
Channel titles	5
GamePro	4
Macworld	3
Web	3
CIO	2
Online	2
Industry Standard	1

IDG signs new partner for *PC World Iceland*

In a meeting last month in Reykjavik IDG International Publishing Services Vice President **Tim Clarke** completed the transfer of the *Tolvuheimur* (*PC World Iceland*) license from Hemra ehf. to Talnakonnun hf. General Manager **Benedikt Johannesson** said he plans to hire a new editor and increase *Tolvuheimur*'s circulation by 1,000 copies using subscriber lists from parent company Talnakonnun.

PCW Iceland has 2,500 paid subscriptions, 1,000 controlled subscriptions and newsstand sales of 1,300 per month. It was launched in December 1995 by the previous publishing company, which decided to sell the publication to focus on the sale of IT books produced in cooperation with IDG Denmark.


IDG WORLD UPDATE

***Benedikt Johannesson** (center) visited the office of IDG Publishing Services in Boston after signing on as the new publisher for PC World Iceland. With him are **Jean Gasbarro**, licensing and support manager, and **David Hill**, president and CEO of IDG Publishing Services.*

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IDG employees gain whole-business perspective at USPI

Nominated by their business unit managers, 22 of IDG's brightest and best employees from 12 U.S. divisions met last month in Half Moon Bay, Calif., to hear 10 speakers offer a broad-based look at IDG.

IDG WORLD UPDATE

*Row 1 (l-r): **Cheryl Talamini**, IDG Human Resources; **Armaity Patel**, The Industry Standard; **Elba Intriago**, IDG Global Solutions; **Kate Coldwell**, PC World; **Michelle Vittori**, Computerworld. Row 2: **Amy Dalton**, PC World, **Kate Rodler**, The Industry Standard; **Karen Silver**, PC World; **Reinelle Hicks**, InfoWorld; **Lisa Ladle-Wallace**, Computerworld; **Christina Dunn**, IDG Human Resources (USPI facilitator). Row 3: **Clare Haney**, IDG News Service; **Carolyn Nelander**, ITworld.com; **Barbara Simkin**, InfoWorld; **Siobhan Santinelli**, InfoWorld; **Nancy Jonathans**, PC World. Row 4: **Karen Seriguchi**, ITworld.com; **Mark Hall**, Computerworld; **Tim Luddy**, PC World; **Maureen Rondeau**, IDG Global Solutions. Row 5: **Karen Weiss**, Network World; **Chris Hempel**, Federal Computer Week.*

"The experience helped me both fill in gaps in my own knowledge base and gain exposure to the strategies of other business units," said one of the participants in the follow-up survey. Topics covered included editorial, production, ad sales and IDG's online businesses.

On the first day of the three-day seminar participants are divided into teams and given a case study, which is representative of a real-life situation IDG business units may experience. They then use the information gleaned from USPI presenters, conversations with fellow attendees and their own professional experience to respond as a team to the case study on the last day of the program. The teams present their plans to a 'board of directors' made up of senior-level IDGers with knowledge of the case study topic.

"The purpose of the case study is to enhance participants' understanding of the impact of business decisions and actions, get them working together as a team, and to provide them with experience and insight into a presentation to an IDG board,"

continued on page 2

IDG BOOKS

IDG Books showing up on all the best lists

IDG Books Worldwide, which celebrated its 10th birthday last month, recently received two gifts: for the second consecutive year the Foster City, Calif.-based company was named to *The San Francisco Chronicle*'s "The Chronicle 500" list, and the company claimed 12 spots on last year's recently released list of best selling titles sold on Amazon.com.

The Chronicle 500 (www.sfgate.com/chronicle500/) is an annual compilation of the most valuable publicly traded companies headquartered in the northern California area including Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz and Solano and Sonoma counties. In compiling the list, the *Chronicle* noted, "the market value [shares outstanding times share price] of all the Chronicle 500 firms nearly tripled to $3.5 trillion this year," with many companies benefiting from an unprecedented rise in the stock market and hot IPO offerings. The newspaper went on to say that in order to be considered for this year's list, companies needed a market value of at least $75.5 million. A year ago, the No. 500 ranked company was worth $9.2 million.

Said IDG Books Chairman **John Kilcullen** of his company's No. 399 ranking, "This is an incredible, across-the-board achievement for IDGB. We're greatly honored to be ranked in the company of some of the world's strongest corporations. We are looking forward to next year when we hope to make it three years in a row."

Meanwhile, over at Amazon.com, readers have been snapping up IDG Books' titles in numbers sufficient to give the company best-selling books in 12 of 28 categories. Seven of IDGB's bestsellers were in the Computer & Internet category and included:

- *Window NT 4.0 MCSE Study Guide*
- *Dreamweaver 2 Bible*
- *Adobe Photo Deluxe "X" For Dummies*
- *Microsoft Office 2000 for Windows for Dummies*
- *Apache Server Bible*
- *Linux Web Server Toolkit*
- *Netscape Communicator 4.5 For Dummies*

The other five IDGB titles earning best-seller status on the 1999 list include:

- *The California Pizza Kitchen Cookbook*
- *The Hormone Headache: New Ways to Prevent, Manage and Treat Migraines and Other Headaches*
- *Horse Owner's Veterinary Handbook*
- *Geneology Online For Dummies*
- *The Unofficial Guide to Walt Disney World*

Employees get 30% off IDGB titles

IDG employees are entitled to a 30% discount on any book published by IDG Books Worldwide when ordered by telephone or via e-mail and paid for with a credit card. Call 800-762-2974 (callers outside the U.S. should dial 317-572-3993) and identify yourself as an IDG employee using account No. 700991 or send an e-mail to orderservices@idgbooks.com. A shipping and handling charge of $4.50 will be applied to the total order regardless of number of books.

IDG Publishing Institutes span the globe

Publishing Institute
Twelve years old, this annual senior-level management seminar has 276 graduates to date.

U.S. Publishing Institute
Started in 1993 for mid-level managers and held twice a year, once on each coast, USPI has 500 graduates to date.

European Publishing Institute
Started in 1994 for mid-level managers, the annual Continental cousin of USPI has seen 140 attendees.

China Publishing Institute
More than 20 mid-level managers attended the first session last year.

USPI

continued from page 1

said **Connie Raleigh**, Human Resources Training assistant.

This year's case study charged participants with developing an online presence for an existing print publication to keep pace with competitors. The teams were specifically asked to consider the following:

- How a traditional circulation strategy will evolve to address audience development for both print and online products.
- How to structure and motivate the sales force to sell a print and online product.
- How to market both entities.

Assuming the role of board members were **Joe Benway**, InfoWorld COO, and **Steve Thompson**, senior vice president and group publisher at *The Industry Standard*. They looked for plans with a concise overall recommendation and evidence that the groups took into account the operational and financial impact of their recommendations on the major functional areas of the business unit.

Another participant said in the post-USPI survey that "one of the most valuable aspects was meeting and interacting with new IDG colleagues. I picked up some great new ideas that I'm eager to take back to my unit."

The next USPI will be held toward the end of this October. A call for nominations will be sent to U.S. business unit presidents in the next couple of months. For more information on the program, contact Connie Raleigh at 508-935-4504 or connie_raleigh@idg.com.

back to basics

primer

Information services

***Morris Effron** is the IS Director for IDG International Publishing Services in Boston. Part 1 of his column appeared in the May 15 issue. He can be reached at morris_effron@idg.com.*

"Much of the user population at IDG is unusually knowledgeable about computer technology overall and is aware of the latest developments in the field. This means that the veil of mystery that usually shields us high priests of technology is pretty much shredded at IDG."

Q How is managing an IS department within IDG different from managing IS in another kind of company or industry?

A I would have to say, perhaps somewhat self-servingly, that managing the IS function at IDG is generally harder than doing so in other industries, primarily because you're serving as the expert to the experts. Much of the user population at IDG is unusually knowledgeable about computer technology and aware of the latest developments. This means the veil of mystery that usually shields us high priests of technology is pretty much shredded at IDG. People won't just take your word for things, and you can't snow them with techno-babble. People also often have strong technical opinions or loyalties (a certain editor with an undying attachment to SmartSuite and OS/2 comes to mind), and you can't always simply dictate what tools users can and cannot use. You have to know when to bend to avoid religious wars over software and hardware choices, and when to hold the line, at all times be ready to explain the reasoning behind your choices.

In addition, because so many people at IDG are well-informed about technology, there is constant pressure to be using the latest and greatest computing tools. Users hear about a new digital camera or a new version of a remote access program, and they want to know when it's going to be available to them. In truth, this pressure is good because it encourages you to constantly examine new technologies and creates an environment where users are highly receptive to change. However, you must never lose sight of the fact that you're running a business, not a lab. You have to be sure that the proposed technology is ready for production use and that the cost of adopting it — in training and support as well as dollars — is justified by the benefit.

Balancing this pressure to push the technical envelope is a greater understanding by IDG users of sound technology deployment practices, and the penalties associated with short-circuiting them. Because IDG users are more aware of industry best practices and the case studies of new technology efforts that have succeeded and failed, they recognize the essential need to test before you deploy. Further, IDG users recognize (with a little reminding) that testing is not something IS can do in isolation. It is very much a collaboration between IS and users and requires considerable time and energy from both.

One last and more difficult by-product of the greater technology awareness of IDG users is their tendency to experiment with their business equipment. Our users are exposed to more technology temptations than most and they also consider themselves more knowledgeable about computing than most. This combination often leads them to load up some cool, new software tool onto their machine, only to find that the machine suddenly starts exhibiting some undesirable side effects. And of course it's then the IS department's job to fix the problem. This is an area where IS staff and users have to work especially hard to establish clear ground rules and good lines of communication.

Q How can IS managers hold onto their staff in a hot economy where the lure of even bigger money elsewhere is ever present?

A IDG is not a place where you will make the most money possible for a given technical skill set, so if this is an employee's only goal, there is nothing you can do to keep them. While IDG works hard to monitor the marketplace and offer competitive IS salaries, there is always a company where a technologist can get more money, especially in today's white-hot, high-tech recruitment market.

However, few workers, IS included, are motivated by money alone. There are many general factors that apply across functional areas, like the quality of life afforded by the job and how much one enjoys their manager and their co-workers. For IS employees, I think there are two rather unique factors.

First, IS employees want and need to keep their skills current, and to do that they must get to experiment with new technology and get training in new technology. It is critical for an IS manager to support such exposure to new technology. Not only does it keep good technologists happy, but the knowledge gained can also be used by the organization. It's also important to allow some latitude here. Not every new product or training course may have immediate applicability, but people must know they have room to grow and pursue new interests.

Second, IS employees generally have strong opinions about and interests in technical matters, and they need the opportunity to voice their opinions and explore their interests. It is important not to pigeonhole IS staff and involve them only in matters that affect their specific responsibility directly. It is better to err on the side of inclusiveness, letting everyone know what is going on in the department and encouraging them to offer a considered opinion or suggestion if they have one, as well as the opportunity to get involved in efforts outside their primary area of responsibility. This provides the added benefit of cross-training staff, which is critical in an employment marketplace as volatile as IS.

Core quality service

The following customer service tips were among those shared with members of IDG's Corporate Services Group during Customer Appreciation Week.

What Every Customer Wants

- **Trust.** Customers want service providers to be trustworthy, to keep their promises.
- **Credibility.** Service providers must have the knowledge, credentials and experience necessary to help make decisions.
- **Reliability.** Customers want services and products that perform in a consistent, dependable fashion. They want service providers to do what they say they're going to do when they say they're going to do it.
- **Responsiveness.** Customers want their needs met with speed and initiative.
- **Empathy.** Customers want to be treated with care and concern.

Building Customer Relations

Do's

- Ask customer's name (recall name if repeat customer) and use it when greeting and conversing with customer.
- Express empathy by saying "I understand how you must feel" or "I would feel the same way if that happened to me" or by using similar statements to establish rapport.
- Look for common links with customers (e.g. golfing, volleyball, university, children, etc.) and talk about those links to establish rapport.
- Offer to help customers with problems that may be outside your normal area of responsibility (handle directly or make appropriate referral).

Don'ts

- Chew gum, eat food or engage in other activities while interacting with customer.
- Interrupt customer or talk while customers are talking during conversations.
- Fail to ackowledge presence of customers within 10 seconds or three phone rings.
- Fail to ask customer to hold or wait while you get information about their call or visit.

IDG CSG takes steps to build excellent customer service

Like all IDG businesses, IDG's Corporate Services Group (CSG) in Framingham, Mass., aims to provide outstanding customer service. Unlike most IDG businesses, CSG claims fellow IDG colleagues as its customers. To help support employees at CSG – which includes the corporate accounting, credit, finance, information systems, legal, office management and tax departments – in their efforts to build and maintain positive and productive working relationships with their clients, an inter-department employee task force was formed three years ago.

Members of the MVG (Mission, Vision, Goals) Task Team have launched several programs aimed at helping motivate employees, build partnerships with customers, enhance communication and improve processes and procedures. Its most recent event, the second annual Customer Appreciation Week took place earlier this month. The purpose of the event is to raise awareness among CSG employees about the importance of providing outstanding customer service as well as to foster closer working relationships between CSG and its customers.

MVG
Customer Appreciation Week

The week consisted of contests and information for both CSG members and CSG customers including:

Customer appreciation cards. Cards were sent to all CSG customers to let them know they are appreciated and valued as CSG customers. Each card was signed by a number of CSG employees and the cards themselves illustrated the importance of teamwork.

Trivia game for CSG members. To raise internal awareness about all the services provided by CSG, two trivia questions were posted each day during the week about CSG departments (How many 1099's were processed in 1999? What was the largest amount of cash collected in one day?, etc.). CSG employees submitted their answers and a daily drawing was held to determine the two winners, each of whom received a $10 gift certificate to the cafeteria.

Online quiz for CSG customers. An online quiz directed customers to the CSG Web site (idgcsg.com) where they can find useful information relevant to their business unit throughout the year. Each day a different question was posted and daily winners were selected in a random drawing to receive prizes such as stress balls and IDG letter openers.

Tips and tips quiz for CSG members. To ensure all CSG employees are well versed in customer service techniques, each day a customer service-related tip was put in CSG member mailboxes. On Thursday, a tips quiz accompanied the day's tip. CSG staff members completed the quiz and entered a random drawing for a $25 Amex gift certificate.

MVG breakfast celebration. On the final day of the week, the MVG team organized a breakfast celebration for all CSG employees.

Two other programs sponsored by the MVG team include The MVG Gold Award and The Positive Action Tracker. All CSG employees are eligible to be nominated for the MVG Gold Award, which is awarded twice a year to the employee who, in the estimation of his or her peers, has made the most significant contributions to the mission of CSG. The MVG Gold Award winner for spring 2000 was **Myles McLaughlin** of IDG IS.

The Positive Action Tracker (PAT) Award allows CSG employees to recognize peers for a job well done or to thank them for lending a hand. Each employee is given a Positive Action Tracker card and a supply of stickers. Once an employee receives 10 PAT stickers on his card (initialed and dated) that employee is eligible to have his/her name entered in a drawing for prizes. The PAT Award winner for spring 2000 was **Barbie Schwab** of IDG Accounting.

Members of the MVG Task Team include: **Lynn Levasseur** of IDG Accounting, **Jane Jordan** of IDG Accounting, **Ardley Yee** of IDG IS, **Michelle Chase** of IDG Credit and **Amy Capistran** of IDG Tax.

For more details on the MVG team or its programs, contact **Julie Lynch** at julie_lynch@idg.com.

IDG

Monday, May 22, 2000

News and Information Assistant (CIO) CIO is looking for an energetic, dynamic and creative professional to join their marketing team. In this position you will provide administrative support to the News & Information function of CIO's marketing department. Responsibilities will include maintaining quarterly tracking reports, speaker request log, dept billing procedures, copyedit/proofing News & Information materials, gathering research and facts for Congressional testimony writers and spokespeople/experts, general administrative support and special projects as assigned. Ideal candidates will posses a BS/BA, and strong computer skills. Candidates must be able to work independently under tight deadlines and juggle multiple tasks. Excellent organizational skills, attention to detail and strong written and verbal communication skills required. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

Design Group Assistant (CIO) While supporting a busy magazine design group, you will help traffic images, coordinate image reuse requests, maintain an artist database, assist with production-related details of page generation, and assist with other administrative projects. The ideal candidate will have production skills and enjoy generating charts and graphs for our print publications. Must have excellent organizational and interpersonal skills, type 60 wpm, take pride in managing details, and good problem solving capability. Proficiency with the Mac, Quark, Illustrator and Freehand. Familiarity with database programs a plus. 1 year related work experience preferred. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

Administrative Assistant (IDC) The Services Management group is currently looking for an Administrative Assistant who will be responsible for providing general administrative support for the team, maintaining accurate customer data /distribution information in the database, maintaining client and research files, assisting with travel arrangements, generating end of month client reports, and various other tasks, as needed. The successful candidate will have strong organizational and communication skills, be able to handle multiple projects and work in a fast paced environment with challenging deadlines. Working knowledge of MS Office products and Lotus Notes is preferred. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

HR Event & Marketing Specialist (IDC) The IDC Human Resources department is looking for an event/marketing specialist who will handle all of the IDC HR related events and marketing. This person will need drive and the ability to organize large events and get the employee population involved. This role would include the management and logistics of IDC's Summer and Holiday parties, various recruiting events such as Open Houses and Career Days as well as help with regional office events. This position will coordinate quarterly meetings as well as monthly employee events. This position will be responsible for the People and Education site on the Inside IDC website. This will include content design and creation and overall maintenance of the site. This person will create and produce HR marketing collateral that is reflective of the IDC brand and values. Will work closely with the Manager of Recruitment and our Ad agency to develop a comprehensive recruitment advertising campaign which can include radio, paper and on-line. Must have be fun, dynamic and creative with at least 3-5 years of marketing and event planning, strong written and verbal communication skills as well as the ability to organize multiple projects. Candidates must have strong marketing communications, desktop design and writing background. Prior HR experience a plus. *Location: Framingham MA*
Contact: D. Bernardi, Fax: 508-935-4432, Phone: 508-935-4361, Email: idc_jobs@idc.com

Intern, Primary Research & Market Models (IDC) Assist Demand-Side Research team with market research survey projects in support of IDC colleagues. Various duties including web survey program review, data quality review, and project tracking.
Location: Framingham MA
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Editor (IDC) IDC's fast-growing newsletter group seeks an experienced journalist to cover key aspects of the IT industry for a weekly newsletter oriented to users. This person will also prepare additional material for the relevant Web page. We are looking for a person who can synthesize key trends, express them clearly in written and verbal form and also conduct personal/phone interviews in the course of gathering material The candidate should be able to decide on topics and develop an information-packed 500-600 word piece with graphics. Some travel may be required. This position will work closely with the relevant IDC practice and offers an opportunity to gain stature within the IT industry. Candidates should have 2 or more years' experience in the high tech trade press or be graduates of journalism schools. B.A. in liberal arts preferred. *Location: Framingham MA*
Contact: D. Siegel, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Program Manager, IT Markets & Strategies (IDC) IDC is seeking a Program Manager for the IT Markets and Strategies Program in the Global Research Group, which manages several of IDC's highest profile products. These include the IDC Black Book , which rolls up all of IDC's market numbers across 55 countries and over 40 technology categories, the Information Society Index, which analyzes the technology capacity of 55 countries, and The New IT Economy, which analyzes the impact of IT and Internet technology on the global economy. It also includes a research operation in the UK covering the same issues from a European perspective. Key attributes we are looking for include: business development and client interaction skills, data analysis and research skills, and the ability to develop a team. The ideal candidate will have experience in or knowledge of the IT industry, experience building a business, and sufficient facility with Quantitative Analysis. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Senior Research Analyst, Data Communications (IDC) The Communications Research Group seeks a motivated Senior Research Analyst to grow the Data Communications Program. Responsibilities will include research; writing deliverables; building relationships with clients, prospects and vendors; responding to client inquiries; and contributing to future development and growth of the program through activities in the areas of sales and research planning. Qualified individuals will have very strong writing, analytical and quantitative skills as well as the ability to demonstrate initiative and balance multiple roles simultaneously. Strong client relationship and presentation skills are also required. Knowledge of the data communications industry and technology issues and a Master's degree in a professional field such as business or international affairs is preferred. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Sales Director (IDC) IDC is seeking a senior level major accounts sales professional for managing sales and business relationships at US HQ locations and coordinating worldwide business for several top IDC vendor customers. Responsible for monthly sales of services, to include renewing existing services as well as selling new annual services, other syndicated research, and consulting (working with dedicated consulting sales partner). Reports to Group VP of Enterprise Sales. Will require 30% travel, and excellent presentation, account organization, and penetration skills. Must have minimum of five to eight years of executive selling experience with complex goods or services to technology vendors. *Location: Framingham MA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Consultant (IDC Australia) IDC Australia is looking for a Consultant to join our thriving, rapidly growing business. IDC has a significant consulting practice, and you will work with many of the leading players in the IT&T world. You will be asked to work on a wide variety of market consultancy projects including marketing audits, market entry assessments to competitive positioning and brand awareness and customer satisfaction work for them. Key responsibilities include: Undertaking data analysis, performing field research such as face-to-face interviews and focus groups, undertaking qualitative analysis and making recommendations, report preparation and writing, client presentations, and liaison with research agencies and contractors. The ideal candidate will have a good academic background and at least 12-18 months experience of the workplace, possibly in a management/marketing consultancy or IT&T field. Key skills required: Strong written and oral communication skills, proven research and analysis skills, broad understanding of the IT&T industry, degree level (MBA preferred) qualification, team based work skills, excellent PC skills, obsession with meeting deadlines!
Location: Sydney Australia
Contact: D. Philbin, Fax: +65-335-0778, Phone: +65-220-6116, Email: dennis philbin/singapore/apac/idc

Primary Research Analyst (IDC Australia) IDC Australia is looking for a Primary Research Analyst to join our thriving, rapidly growing business. IDC undertakes a significant amount of primary research both for its regular research programs, but also for its consulting practice. You will be asked to work on a wide variety of projects, using a wide selection of methodologies from traditional phone based interviews techniques to newer Web-based data collection methodologies. As our primary research analyst you will be responsible for project design, implementation, project management and statistical analysis. In addition you will be expected to write analytical reports for our clients. In particular you will be expected to work on our Small Business Programs. The ideal candidate will have a strong background in statistics and market research and at least 12 months experience of the workplace, probably in a primary research role in the IT&T field. Key skills required: Strong written and oral communication skills, proven market research and statistical data analysis skills, broad understanding of the IT&T industry, degree level qualification, team based work skills, excellent MS Office and SPSS skills, obsession with meeting deadlines! *Location: Sydney Australia*
Contact: D. Philbin, Fax: +65-335-0778, Phone: +65-220-6116, Email: dennis philbin/singapore/apac/idc

Research Manager (IDC Australia) Key responsibilities include: Research management, building and maintaining our core research models, such as spending models, vertical market models, and forecasting models. Primary research management, including Global IT Survey, Corporate Computing Council, Internet Executive Panel. Creating maximum leverage from primary research for feeding existing and new CIS'. Manage the overlap/leverage between vendor and user products. Research planning, scheduling and tracking. Representation of IDC Australia research at AP level and occasionally at worldwide level, driving quality of research and analysis higher and higher by rolling out new and insightful analytical techniques. Creating and managing partnerships with other research agencies where necessary. Day to day management of analysts, annual target setting, performance review, salary negotiations and Career planning for analysts in conjunction with local management and IDC AP guidelines, hiring new analysts, resource management, developing and implementing a training strategy for analysts, as well as, communications between analysts, between sales and analysts, between AP and Australia, between management goals and objectives and day to day research. Financial responsibilities include: Monthly and annual P&L management of individual research areas, annual planning, strategic growth planning, and new product planning and positioning. Analyst responsibilities: The Research manager will also be personally responsible for three research programs Corporate User Demand, IT Spending series and Small Business CIS. Key skills required: Strong written and oral communication skills, proven research and analysis skills, broad understanding of the IT&T industry, proven people and product management experience, degree level (MBA preferred) qualification, excellent PC skills, obsession with meeting deadlines!
Location: Sydney Australia
Contact: D. Philbin, Fax: +65-335-0778, Phone: +65-220-6116, Email: dennis philbin/singapore/apac/idc

Benefits Administrator (IDG) IDG's Corporate Human Resources department seeks an energetic Benefits Administrator to join the benefits team. The individual in this position will be responsible for the administration of IDG's health and welfare benefits including the IDG Health Plan, Health Maintenance Organizations, COBRA and Flexible Spending Accounts. The Benefits Administrator will also be responsible for monthly billing, COBRA communications, coordinating open enrollments, researching benefit questions and other projects as assigned. The ideal candidate will possess 2- 3 years human resources experience, preferably in benefits administration. Flexible schedule possible. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Sales & Marketing Associate (IDG Comm) IDG Communications is looking for an energetic Sales & Marketing Associate to join the San Francisco, CA office. The Sales Associate will work closely with the Vice President of Business Development who is located in the Dallas, TX office, aiding them with all facets of sales support. Primary responsibilities include: coordinating sales meetings and events, arranging travel itineraries, preparing sales presentations, gathering support information, handling internal and external correspondence, and providing overall administrative support. The Sales & Marketing Associate will also work closely with the marketing department and will own the responsibility of maintaining the company's sales and marketing contact database. This requires a thorough understanding and familiarity with the ACT software program. This position requires frequent interaction with all members of the company as well as with clients and business relations partners to assist them with questions, problems, or concerns. Candidates must be flexible, detail oriented, and possess strong organizational skills in order to manage multiple priorities. Strong computer skills (ACT, MS Word, Excel, PowerPoint and Lotus Notes) along with a strong customer service orientation required. Prior sales and marketing support experience within the publishing or media industry preferred. *Location: San Francisco CA*
Contact: C. DeBalko, Fax: 415-974-7304, Email: catey_debalko@idg.com

Technical Director (IDG.net) IDG.net comprises more than 250 targeted Web sites in 55 countries, and offers a search engine system in 14 languages. It also provides a content category hierarchy interface to help users find specific information fast from IDG's vast network of web sites. The technical team at IDG.net supports a team of editors that use a proprietary publishing system. The Technical Director will manage this team of on-site or contracted developers ranging from designers to site builders to programmers; project-manage ongoing site launches and offerings; work with third party vendors, spec and purchase equipment and services; and participate in strategic decisions about the business direction and site features. S/he will be responsible for site performance, system architecture, and management of cluster of web servers. Candidates must have programming, system software, web serving, and publishing experience, as well as exposure to or experience with Apache, Perl, Java, Solaris, Linux, and Networking. Must work well with all types of people, be able to meet deadlines, and be able to manage, train and develop a technical work group. *Location: San Francisco CA*
Contact: J. Julian, Fax: 415-267-4558, Phone: 415-267-4545, Email: jeff_julian@idg.com

VP, Technology (IDG.net) IDG.net comprises more than 250 targeted Web sites in 55 countries, and offers a search engine system in 14 languages. It also provides a content category hierarchy interface to help users find specific information fast from IDG's vast network of web sites. The technical team at IDG.net supports a team of editors that use a proprietary publishing system. The VP, Technology will manage this team of on-site or contracted developers, ranging from designers to site builders to programmers; project-manage ongoing site launches and offerings; work with third party vendors, spec and purchase equipment and services; and participate in strategic decisions about the business direction and site features. S/he will be responsible for site performance, system architecture, and management of cluster of web servers. Candidates must have programming, system software, web serving, and publishing experience, as well as exposure to Apache, Perl, Java, Solaris, Linux, and Networking. Must work well with all types of people, be able to meet deadlines, and be able to manage, train and develop a technical work group. *Location: San Francisco CA*
Contact: J. Julian, Fax: 415-267-4558, Phone: 415-267-4545, Email: jeff_julian@idg.com

Bookkeeper (IDG/CSG) IDG's Accounting Department is seeking an individual to be responsible for accounts receivable, cash receipts, accounts payable, and General Ledger data input for one or more IDG business units. Duties include vouchering, A/P, and entering and posting A/R and A/P to General Ledger. This position requires a high school diploma and 4-5 years of bookkeeping experience. The ideal candidate will have an Associate's Degree with strong attention to detail and superior follow-through skills. Experience writing journal entries is a plus. *Location: Framingham MA*
Contact: J. Lynch, Fax: 508-935-4600, Phone: 508-935-4041, Email: julie_lynch@idg.com

Senior Tax Accountant (IDG/CSG) Candidate will be responsible for preparation of the consolidated federal and state income tax returns as well as sales tax and miscellaneous other tax returns. He/she will be involved with federal, state income, and state sales tax audits. Duties will include assisting in the year-end tax provision for the company's financial statement audit and contributing to ongoing tax planning and research projects. BA required. *Location: Framingham MA*
Contact: J. Lynch, Fax: 508-935-4600, Phone: 508-935-4041, Email: julie_lynch@idg.com

Research Specialist (IDG/GMG) GamePro, the country's leading multiplatform gaming magazine, is seeking a Research Specialist to support its sales, marketing, circulation and editorial departments. Responsibilities include managing both in-house and third-party reader surveys and studies, identifying and purchasing syndicated research, tracking competitive editorial, circulation, and newsstand activities, and conducting focus groups and on-line surveys as needed. Candidate must have strong analytical, communication, organization and presentation skills. Must be detail oriented and able to multitask. Knowledge of the magazine publishing, video and computer games industry is a plus. A minimum of two years experience with a full-service advertising agency or other publishing or gaming oriented research company is preferred. *Location: San Francisco CA*
Contact: C. Lee, Fax: 415-975-2609, Email: clee@gamepro.com

Ad Sales Associate (IFW) InfoWorld, the award winning Tech Smart, Business Savvy news publication, seeks a highly independent, self-starter to provide support for Western Region Sales Manager. Working as a vital part of the team, you will support the selling efforts by providing customer service, project management and be able to multi-task in a fast-paced, deadline oriented environment. Key responsibilities include maintaining sales databases, analyzing Ad Sales competition, preparing Sales presentations, & facilitating ad production. This position is the ultimate information source for print, on-line & product line sales, and requires great organizational, time management and oral/written communication skills. Genuine enthusiasm towards customer service and a passion for learning are "musts". Candidates will be PC proficient with MS Word, Excel, PowerPoint. We offer career growth, an excellent benefits package and an opportunity to work with outstanding tech savvy news professionals. *Location: San Mateo CA*
Contact: R. Grospe, Fax: 650-312-0580, Phone: 650-312-0627, Email: resumes@infoworld.com

Sales Operations Assistant (IFW) InfoWorld, the award winning Tech Smart, Business Savvy news publication, seeks enthusiastic, multi-talented team player to provide administrative and client services support for the office the Publisher. You will ensure high quality communication and responsiveness from both the Publisher's and the Sales Operation's office to InfoWorld customers and employees. This is accomplished by keeping the Publisher's schedule, office systems and client databases managed and organized for maximum effectiveness. It is also achieved by providing proactive customer service in responding to client inquiries, requests and prospects in a professional and timely manner. Proficiency in MS Office (word processing, spreadsheets, database) and office procedures are required. Thoroughness and attention to detail, excellent communication and interpersonal skills are essential competencies for success. *Location: San Mateo CA*
Contact: M. Calvanico, Fax: 650-312-0668, Phone: 650-312-0575, Email: marc_calvanico@infoworld.com

Web Traffic Coordinator (IS) Our continued success has created an excellent opportunity for a Web Traffic Coordinator. The Web Traffic Coordinator will work closely with the Online Business Analyst to accommodate the rapidly growing needs of the company for accurate, intelligent reporting. The Web Traffic Coordinator will be responsible for the daily maintenance of web traffic reporting for TheStandard.com. The candidate will be trained on two web traffic reporting tools: Net.genesis and Webtrends. Duties will include but are not limited to: Creating a central database of core statistics to evaluate the progress of site; Downloading web logs for all internal data as well as our partner sites, running these logs to provide daily, weekly, and monthly summary data; Providing reporting to internal management on a daily, weekly and monthly basis; Gathering and fulfilling reporting requirements for internal departments as well as internal impromptu data requests, Maintaining performances logs for web traffic and maintaining newsletter reporting. The ideal candidate will be detail oriented, self-motivated and has the ability to prioritize/manage multiple requests for information. Individual will be proactive in identifying unusual site behavior or new trends and pinpointing the source. Proficiency in Internet and Microsoft Excel required, prior web traffic experience a plus. *Location: San Francisco CA*
Contact: T. Lin, Fax: 415-733-5401, Phone: 415-733-5485, Email: tommyl@thestandard.com

Web Content Producer (IS) The Industry Standard is currently seeking Web Producers to join our On-line Editorial department. Content Producers will work closely with section editors to create the best on-line content display and design treatments possible, and to creatively develop and implement new site features. This person must communicate effectively with all relevant departments (editorial, production, design, web) about on-line production processes and various technical implementation issues. Candidate will have experience in either a fast-paced editorial or large-scale site development environment. Duties & Responsibilities include: Oversee on-line production and project management for various editorial content groups, manage project resources, staff and schedule to ensure timely project delivery and coordinate development specifications across departments for implementing new features. The ideal candidate will have at least three years of on-line or multimedia production management experience. Deep understanding and mastery of on-line production tools, languages and processes - including HTML, JavaScript, relational databases, and template-driven publishing tools. Knowledge of enterprise publishing systems such as StoryServer or Dynabase a plus. *Location: San Francisco CA*
Contact: H. Boyle, Fax: 415-733-5401, Phone: 415-617-4117, Email: hboyle@thestandard.com

Senior Editor, Hardware (ITworld) ITworld.com is looking for a senior editor who will oversee editorial for the hardware section of the website. Strong editing and Web packaging skills required. Five years experience in information technology media required, with Web experience a plus. In this position you will be responsible for the direct coverage area for which you are responsible; including content selection, traffic growth and favorable audience response; assign stories to freelancers or staff as needed; select content from our licensors to meet your coverage requirements; manage top pages for sections you are responsible for; work with Community Editor to build user participation and content contribution in your coverage areas; work with Events Editor to identify potential on-line events; work with News Editor to identify hot stories of the day; work with Newsletter Editor to identify potential newsletter topics and authors, and to generate automated link newsletters to generate traffic and contribute to developing overall site direction and strategy as part of site management team. *Location: Southborough MA*
Contact: K. McIsaac, Fax: 508-303-9788, Phone: 508-303-9731, Email: jobs@computerworld.com

Director of Research (ITworld) ITworld.com is growing and we are looking for a talented Director of Research to join our Team. You will contribute to the success of ITworld.com primarily in three areas: TRAFFIC ANALYSIS: Measure traffic to our sites and help all stake-holders use that information to guide decision-making. Participate in the process of developing a unified data repository. Experience with database and log analysis required. Familiarity with Oracle and NetTracker eBusiness edition or similar tools essential. PRIMARY RESEARCH: Create and manage primary research projects to support the needs of Sales, Marketing, Editorial, and Audience Development. SECONDARY RESEARCH: Manage contracts with secondary research providers. Actively review secondary research content and regularly communicate relevant portions and interpretations throughout the company. The successful candidate will be able to synthesize input from these three activities and offer recommendations to help guide design, development, and partnering decisions. The ideal candidate should have five years of related experience and a BA/BS or higher degree. Command of database query tools, Excel, and Powerpoint are essential. Experience with more complex data analysis and visualization tools a definite advantage. *Location: Southborough MA*
Contact: K. McIsaac, Fax: 508-303-9788, Phone: 508-303-9731, Email: jobs@computerworld.com

Editorial Assistant (Publish) A detail-oriented, organized individual to support our growing editorial team for fact-checking, proofreading and administrative duties. Must be able to work in a fast paced editorial environment, have an appetite for professional growth and a good sense of humor. Recent college graduates with a degree in English, journalism or communications are encouraged to apply. *Location: Topsfield MA*
Contact: C. Smith, Fax: 978-887-3177, Phone: 978-887-7900, Email: newjobs@publish.com

Features Editor (Publish) A strong planning and assignment editor to focus on feature stories, analysis and interviews. A BS/BA with 3-5+ years of editing or writing experience and a strong knowledge of business and e-commerce topics are required.
Location: Topsfield MA
Contact: C. Smith, Fax: 978-887-3177, Phone: 978-887-7900, Email: newjobs@publish.com

News Editors (Publish) Detail-oriented self-starters with strong business or technology journalism backgrounds to organize, write and edit for our on-line news service. Senior and junior positions are available. *Location: Topsfield MA*
Contact: C. Smith, Fax: 978-887-3177, Phone: 978-887-7900, Email: newjobs@publish.com

Staff Writer (Publish) An exciting opportunity to join our editorial team writing features, news stories and profiles on the Internet communications industry. The ideal candidate will have a background in journalism and 2-3 years experience covering e-commerce and business for newspaper, magazine, or other publications. This individual must work well in a deadline-oriented environment.
Location: Topsfield MA
Contact: C. Smith, Fax: 978-887-3177, Phone: 978-887-7900, Email: newjobs@publish.com

Accountant (Publish) A detail-oriented self-starter with 1-3 years of professional experience to organize and manage many accounting functions reporting to the Controller. Strong computer skills (MS Excel) and a degree in accounting are required.
Location: Topsfield MA
Contact: C. Smith, Fax: 978-887-3177, Phone: 978-887-7900, Email: newjobs@publish.com

Marketing Assistant (Publish) A detail-oriented individual to assist in preparing presentations, organizing trade show logistics, databases and market research. Must be an excellent communicator with the ability to multi-task and work well in a fast-paced, dynamic environment. Internet marketing experience a plus. BS/BA along with strong computer skills required. *Location: Topsfield MA*
Contact: C. Smith, Fax: 978-887-3177, Phone: 978-887-7900, Email: newjobs@publish.com

Marketing Specialist (Publish) Many opportunities for marketing specialists to help us grow in the areas of business development, public relations, market research and direct marketing. Qualified candidates will have relevant experience, a keen interest in marketing, and a desire to work in a collaborative, dynamic environment. Internet marketing experience is a plus. Strong computer skill required.
Location: Topsfield MA
Contact: C. Smith, Fax: 978-887-3177, Phone: 978-887-7900, Email: newjobs@publish.com

Advertising Sales - Regional Managers (Publish) Self-motivated sales professionals with strong history of new business development, top-notch presentations and a tenacity to close deals for print advertising and on-line media. Three to five years' progressive growth in regional or national account management for a national magazine or newspaper preferred.
Location: Chicago IL; Los Angeles CA; New York NY; San Francisco CA
Contact: C. Smith, Fax: 978-887-3177, Phone: 978-887-7900, Email: newjobs@publish.com

Inside Sales - On-line (Publish) Experienced account managers required for inside sales positions to sell on-line media. BS/BA required with 1-2 years' experience in media sales (print, broadcast or on-line) a plus. *Location: Topsfield MA*
Contact: C. Smith, Fax: 978-887-3177, Phone: 978-887-7900, Email: newjobs@publish.com

Sales Assistant (Publish) A detail-oriented individual to offer support in all aspects of the sales process, including media-kits, sales tracking and proposals. Must be an excellent communicator with the ability to multi-task and work well in a fast-paced, dynamic environment. This position requires 1-3 years of experience in office administration. *Location: Topsfield MA*
Contact: C. Smith, Fax: 978-887-3177, Phone: 978-887-7900, Email: newjobs@publish.com

Web Developers, Producers, Technicians (Publish) Many opportunities for Web talent who want to work on a total redevelopment of Publish.com to make it more effective, progressive and sticky. A strong working knowledge of core technologies including: HTML, DHTML, ASP, SQL, JavaScript, CGI and IIS, is preferred. Please provide URLs of past projects including a description of your involvement. Location: Topsfield MA
Contact: C. Smith, Fax: 978-887-3177, Phone: 978-887-7900, Email: newjobs@publish.com

IDG EMPLOYEE REFERRAL BONUS PLAN

Keep Spreading the News...

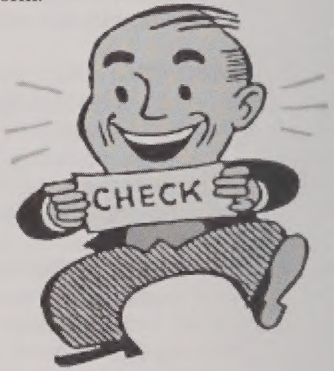
Just fill out this form and attach it to the resume. If the person you refer is hired you will receive a bonus of up to **$1,000***.

- **$1,000*** for each referral that results in a regular full-time or part-time hire within participating divisions.
- **$500*** for casual part-time referrals working a minimum of 20 hours.
- With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize -- $2,000   Runner-Up -- $1,500

RULES

- Employees of all IDG Divisions are eligible to participate; however, you will only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days.
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within his/her own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.



Date: ______________________

Applicant's Name: ______________________

Position Referred to: ______________________

Company Name: ______________________

Referred by: (Employee Name) ______________________

Company Name: ______________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

For Human Resources Only

Employee Receiving Bonus: ______________________

Company Name: ______________________

Referred Employee: ______________________

Company Name: ______________________

Date of Hire: ______________________

Ninety Day Date: ______________________

Charged to BU/Department#: ______________________

H.R. Signature: ______________________

Bonus check to be given to: ______________________

Bonus Amount: ______________________

**Referral bonus amounts may vary within IDG. Check with your Business Unit s HR Department for details. $1,000 and $500 bonus amounts effective for referred employees hired 4/1/00 or after.*

Discovering Customer Needs
Discovering customer needs requires the ability to listen attentively, to empathize with customers and to ask appropriate probing questions when necessary to accurately determine what the customer may want or need.

- Take notes and then summarize your understanding of the customer's situation. Ask for confirmation.
- Avoid stating conclusions about the customer's problems before the customer has finished explaining their situation.
- Identify what the customer views as acceptable solutions to their situation.
- Ensure that the customer is allowed to explain the problems in a non-distracting environment by moving into a quieter area and focusing your attention on the conversation.
- Follow up with or summarize for the customer what you understand their need to be and let them know what you will do to provide the appropriate solution or service.

Anticipating Customer Needs
Anticipating customer needs is the ability to identify and respond appropriately to customer needs or requests and also take opportunities to enhance trust and customer satisfaction.

- Identify additional services or information that will be required to satisfy the customer's need even though these may not be clearly stated by the customer.
- Alert customer to possible future problems and suggest proactive solutions to avoid those problems (what to do if a certain message appears on a laptop, how to avoid late charges, etc.)
- Explain both the benefits and disadvantages of products and services to customers.
- Maintain awareness of new ways of servicing customers by sharing ideas with co-workers.
- Anticipate common customer wants/needs and prepare responses before customer arrives or calls (e.g. an information sheet, FAQs, resource or contact lists, etc.)

No love lost as virus nips at IDG computers on May 4

"I hate viruses!" was the universal sentiment of IDG employees – and IS staffs – around the globe as the ILoveYou virus invaded computers via an e-mail attachment on May 4. Lost productivity was the primary casualty while IS staffs shut down networks and scanned servers and PCs.

At IDG's 5 Speen Street office in Framingham, Mass., IDG IS Director **Nancy Newkirk** and her staff sent out an e-mail and posted notes on doors and elevators before 8:30 a.m. telling the Corporate Services Group not to open the attachment. Curious, or unwilling to believe much damage could be done, some people opened the attachment anyway. "We joke — now — that we know who the love-starved staff members are!" Newkirk said.

CSG lost about 100 files from the network servers and one PC was unrecoverable. Newkirk's team spent more than 30 work hours recovering the network, updating every PC with the new virus signature and scanning all servers and backups.

Following the clean-up, Newkirk sent a memo to all CSG employees urging them to "practice safe e-mail techniques":

- NEVER open an attachment if you don't know who the e-mail is from.
- NEVER open an attachment with a .exe or .vbs. or .vba extension - even if it's got a really cute name!
- NEVER open an attachment if you don't know what it is, even if it's from someone you know. Call or e-mail them and ask what it is.
- If you open an attachment, and it doesn't seem to do anything, or it doesn't do what you expected, contact someone in the IS group immediately!

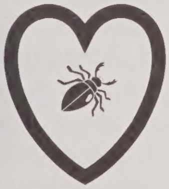
Wanted: IS contacts

One important outcome of the ILoveYou scare is that better early-warning procedures are being put into place. IDG IS Director **Nancy Newkirk** is compiling a list of IDG IS directors and e-mail administrators worldwide and asks that those individuals contact her at nancy_newkirk@idg.com.

IDG News Service monitors virus story with global impact

The ILoveYou virus was a great test case for how the IDG News Service (www.idgns.com) reacts to news and how it works with its constituent publications around the world to cover a story with global impact.

Reacting to first reports of the virus, Stockholm-based correspondent **Terho Uimonen** issued a 96-word bulletin on the morning of May 4, taking advantage of his proximity to Nordic antivirus experts who were ascertaining the extent of the damage. In quick succession, two more stories, each adding more details about the virus and the damage it was causing, were posted, with U.S.-based reporters jumping in to help out.



Thanks to quick work by the IDG International Publishing Services IS team, the IDG community was able to access the News Service backup site with no disruption of service while the News Service's main server was briefly unavailable.

As IDG publications started to report and file their own stories, the News Service coordinated the various reporting efforts, acting as a central conduit of information on which publications were planning to file stories and when.

As evening approached on the U.S. West Coast and May 5 dawned over Asia, the News Service issued a first-day wrap-up, and then started filing stories from Asia. Within 18 hours of first hearing reports about the virus, the News Service posted 18 stories on it, from both its own reporters and those from various IDG publications in the U.S., Asia, and Europe. Reporting efforts around the world continue, and since investigations have centered in the Philippines, the News Service has worked with **Geoffrey Ramos** at *Computerworld Philippines* to get major breaking stories on the case posted in a timely manner, for the whole IDG community to share.

IDC delivers virus updates quickly

According to IDC Director/System and Support **Mark Hall**, IDC sees anywhere from 15 to 25 virusus attempting to enter (or leave) IDC U.S. each week. (As of May 16, IDC was still encountering 10 to 12 variants of the "love bug" virus per day.) Antigen, an anti-virus solution by Sybari, is normally an effective barrier on IDC's Internet mail relay. The ILoveYou virus spread so quickly, however, there was no update available at the time the virus was released among users worldwide.

However, IDC uses an application delivery tool, ZENworks, a Novell product, to distribute new applications, files, settings, etc. Using this technology, IDC was able to deliver the virus update to all IDC U.S. employees within an hour of receiving it from the vendor. ZENworks will soon be available at all IDC offices worldwide; IDC Italy and IDC Japan are early users.

By virtue of good communication and technology, just 13 PCs (out of more than 450) at IDC U.S. were infected by the "love bug" virus.

To continue to build effective IS practices and improved early-warning systems, IDC will hold its third — and largest — IT Summit for global IDC IS staff in Framingham June 14-15.

noteworthy people

McCracken

Karayan

Elliott

IDG WORLD UPDATE PHOTOS

Beasley

Promotions

PC World Senior Editor, Consumer **Harry McCracken** has been promoted to executive editor for features. "As those of you who work with Harry know, his forte is strong consumer-oriented stories, and he plans to continue that focus as executive editor," said **Kevin McKean**, *PCW* editorial director. "He'll also be working on better integrating the work of our magazine features department with that of our online features group. You may not know that Harry is also an accomplished cartoonist who draws his own holiday cards and once published an animation magazine. Harry will continue to operate out of Boston, but he's pledged to wear his legendary lime-green Hush Puppies around the California office at least once!"

New employees

Computerworld welcomes Display Ad Coordinator **Toula Karayan**, who most recently worked as a marketing services coordinator for the Peabody Hotel Group. She has a B.A. in marketing from Boston's Northeastern University. Toula, soon to be a new homeowner, spends her free time playing tennis and hanging out with her 21-month-old daughter.

Cecilia Shipley joins *Computerworld* as a marketing specialist, coming from CSC Index where she was a learning systems program manager. She earned a B.S. in horticulture from Cornell University in Ithaca, N.Y., and an M.B.A. from Babson College in Wellesley, Mass. A dedicated runner, she has finished nine marathons – including three in Boston – and her goal is to run a 3:10 marathon in the next two years. She also rides 100-mile bike tours for the Multiple Sclerosis Society, weight trains, and practices yoga, all while raising three children.

Connie Elliott is *The Industry Standard*'s new interactive sales assistant. She comes from Merrill Lynch's technology research group where she was a research assistant. She holds a B.A. in psychology from the University of San Francisco. Connie enjoys rock climbing, biking and snowboarding.

Previously a technical writer and market analyst with GSR&D in San Ramon, Calif., **Ethan Howe** joins *GamePro* as a copy editor. He was an independent scholar at Lake Forest College, studying creative writing and comparative religion. Away from the office, he enjoys photography, hiking, kayaking and rock climbing.

InfoWorld has hired **Maura Keenan** as a research analyst. She comes from BTS where she was a strategic implementation consultant. She earned a B.A. in communications from the University of California/San Diego and an M.A. in communication, culture and technology from Georgetown University in Washington, D.C. In her spare time she enjoys sports and cooking.

CIO has hired **Cheryl Bentsen** as senior editor. A veteran newspaper and magazine journalist, she was the first woman to cover sports for *The Los Angeles Times*, has been a foreign correspondent based in Poland and Kenya, and published a well-reviewed chronicle of life in a Maasai village. "In conversations leading up to her hire, Cheryl conveyed her strong belief that immersing herself in the world of enterprise IT would be no less fascinating than learning about life in Kenya's Great Rift Valley," said *CIO* Editorial Director **Lew McCreary**.

Suzanne Woodruff is IDC's new general services manager, coming from Lockheed-Martin Infrared Imaging Systems where she was engineering services manager. She earned a B.A. in economics from Rochester (N.Y.) Institute of Technology and recently organized Late Night, an alcohol- and drug-free all-night event after the junior prom for her local high school community.

Susan Feldman, previously 20-year president and owner of Datasearch, a data retrieval technology consulting firm, is now program director of IDC's Document and Content Management Technologies Program. She graduated from Cornell University with a B.A. in linguistics and from the University of Michigan with an AMLS in library and information sciences. She plays viola in a chamber music group and also likes to hike and garden.

Previously information and Web services manager for the University of Arkansas, **Andrew Mayes** is IDC's new product manager/senior Web developer. He holds a B.S. in management from John Brown University and likes to fish, camp and spend time with his family.

PC Analyst **Jay Gumbiner** comes to IDC Latin America in Miami from Philip Morris where he was a territory sales manager. He holds a B.A. in economics and political science from the University of Washington and an M.A. in international business studies from the University of South Carolina. Away from the office he enjoys traveling and outdoor activities.

Returning employees

IDG Communications in Framingham, Mass., welcomes **Karen Beasley** as director of interactive sales. She most recently served as district sales manager for Ziff's *Inter@active Week* but before that worked for a year as an account executive for Computerworld Online. Karen has a B.A. in English from Regis College in Weston, Mass., and enjoys skiing, boating and traveling.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

15
Frank Gens *IDC*
Don Best *IDC*

13
Mary Musgrave *IDC*

12
Bruce Buckman *IDG New Zealand*
Vibeke Whitehead *IDG New Zealand*

11
Anthony Doesburg *IDG New Zealand*

10
Adele Lee *IDC*
Gigi Wang *IDC*
Grant Clothier *IDG New Zealand*

9
Trace Weatherford *IDC*
Jill Spooner *IDG New Zealand*

8
Heather Hudson *IDG New Zealand*

7
Brian Fuce *CIO*
Martina Nystrand *IDG Sweden*
Doug Casement *IDG New Zealand*

6
Elisabeth Rainge *IDC*
Jim Sullivan *IDG International Publishing Services*
Mark Evans *IDG New Zealand*
Judith Johnson *IDG New Zealand*

5
Robert Gagnon *IDC*
Michael Goldberg *CIO*
Jillian Hamilton Browne *IDG New Zealand*
Kerry Dodds *IDG New Zealand*
Rachel Rogan *IDG New Zealand*

4
Jessica Ross *Mac Publishing*
Chris Shipley *IDG Executive Forums*
Karen Ward *IDG New Zealand*
Russell Brown *IDG New Zealand*
Joyce Melendez *IDG Books*
Tom Wailgum *CIO*
Ann Hall *IDG Australia*

3
Amy Schurr *Network World*
Jeffrey Johnfauno *IDG Books*
Grace Davis *IDG Books*
Michael Martin *Laurentian Technomedia*
Avneesh Saxena *IDC Hong Kong*
Kirsten Mills *IDG New Zealand*

2
Steven Engel *Network World*
Mac Scott *The Industry Standard*
Todd Woody *The Industry Standard*
Kaajal Asher *CIO*
Esther Lee *Computerworld Singapore*
Angela Prasad *IDG New Zealand*

1
Winnie Lai *IDG Hong Kong*
Corey Dalton *IDG Books*
Kim Patrick *IDG Books*
Renee Dillon *IDC*
Marc Lowell *IDC*
Ludmila Kozina *IDC*
Jonathan Guloyan *IDC*
Xavier Pucel *IDC*
Francis Rose *The Industry Standard*
Michael Romoff *The Industry Standard*
Jacqueline Mott *IDG World Expo*
Richard Green *IDG List Services*
Debra Stephen *IDC Australia*
Rupinder Toor *IDC Australia*
Robin Martin *IDG New Zealand*
Tim Smith *IDG New Zealand*
Justine Banfield *IDG New Zealand*

Upcoming events

PC World Global Product Line Meeting
May 31-June 2
Hilton London Metropole
London
Contact: Samantha Ritchie
samantha_ritchie@idg.com

iDEALS
The Marketplace Exclusively for Internet Industry Networking and Deal-making
June 8-10, 2000
The Peaks Hotel & Resort
Telluride, CO
Contact: The Industry Standard
Tel: 415-733-5400
www.thestandard.com/ideals

IDG Asia/Pacific Managers Meeting
June 8-10
Beijing
Contact: Marion Kibbee
marion_kibbee@idg.com

Internet Summit
June 15-18
The Ritz-Carlton
Laguna Niguel, Calif.
www.thestandard.com/events/summit2000

The eCommerce Forum
June 19
Paris
www.idc.com/events

The Premier 100 IT Leaders Conference
A Computerworld event
June 19-21
Marriott Desert Springs Resort & Spa
Palm Desert, Calif.
www.computerworld.com/p100
www.idc.com/idcla

GovTech2000
A Federal Computer Week event
June 20-21
Washington, D.C.
www.govtechexpo.com

PCW Iceland

continued from page 1

Why publish *PCW Iceland*? Because the island nation is one of the most computer-literate, Internet-connected countries anywhere. A 1999 Gallup survey said that more than 60% of the population of 275,000 is connected to the Internet – giving it the highest per-capita number of Internet users in the world – and 35% of those who are not connected yet intend to be soon. Forty-six percent of Icelanders use the Internet more than once a week and as many as 80% of Icelanders will use the Internet this year.

Accordingly, computer usage is high with more than 70% of Icelanders using computers at home, at the workplace and/or at schools, which start computer training for students from the age of five.

Established in 1983 as a research and consulting group, Talnakonnun has become a publisher as well, having acquired *Frjáls verslun* (*Free Enterprise*), Iceland's oldest and most popular business magazine, in 1995. Published 11 times a year, it has a circulation of 4,500. Talnakonnen also acquired a weekly business newsletter called *Hint* in 1993.

The company has a staff of 13. Johannesson was recently named chairman of the board of Shell Iceland and owns a share in an Icelandic bakery with two stores in the Boston area. WU

celebrating 10!

Name
Hiltrud Osterried

Home
Dachau, Germany

Joined IDG
April 1989, editor

Current title
Online editor. I work on a *Computerwoche* newsletter on IT careers. I'm in charge of online career consultation, a forum that gives young IT professionals an opportunity to get professional advice from human-resources experts.

Most challenging part of your job
For the past four years I have been working half of the time from my home office. During this time I've learned much about computers, especially about problems with modems, communication software, loose processors, etc.

Best part of your job
I like to have a very varied job, therefore the Internet is the ideal work platform for me.

Most memorable thing that´s happened to you at work
In 1990 the fire alarm went off. Most of the employees ran out through the smoke. Some were in a panic, but others were very disciplined and even saved their files before they left. Fortunately, no one was hurt. I will never forget the editorial meetings held in the beer garden during the week after the fire.

Interests outside the office
My son. My other hobbies, like sailing and riding, will have to wait for just a few years.

Family
Husband Bernd; our son Adrian was born in 1995.

*IDG Chairman **Pat McGovern** escorts Computerwoche's **Hiltrud Osterried** to dinner at the Bogenhauser Hof in Munich in honor of her 10 years of service to the company.*

Favorite Web site
www.computerwoche.de, of course.

What ability do you wish you had that you don't have?
I would like to write and speak English much better.

Dream destination
Horseshoe Reef in the Caribbean, the best place in the world to come to anchor.

Five people you'd invite to a dinner party
Mahatma Gandhi, Tina Turner, Che Guevara, Paul McCartney and Roberto Benigni.

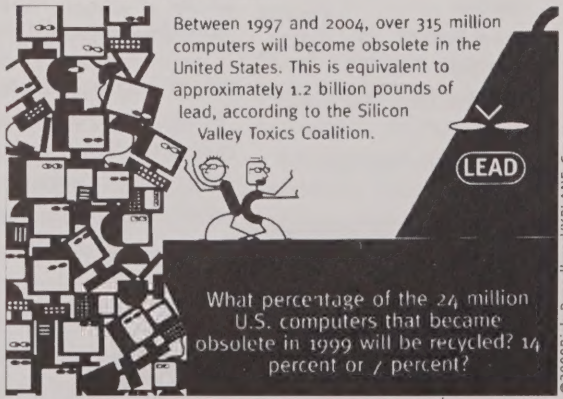
Manager's profile
"Hille Osterried is a pioneer in online writing and editing for *Computerwoche*, and she has contributed to it from the beginning. Without her Computerwoche Infonet wouldn´t be the same as it is today.

— Christophe Witte, Computerwoche editor-in-chief

House exchange opportunities in Paris, San Francisco

- PC World employee looking for a house to rent, exchange, or sit/mind in Sydney, Australia, from July 1 to July 14. If interested, we would be willing to exchange, for the same time period, our two-bedroom San Francisco apartment with fabulous views of the city. Contact: cheryl_stephenson@pcworld.com or 415-978-3166.
- IDG France employee willing to exchange a one-bedroom flat in St. Germain en Laye, about 30 minutes from Paris, in July or September for two or three weeks. Equivalent housing desired in Sydney or Melbourne, Australia; California, Florida, New York, South America or India. Contact Lynda Montoro at montoro@idg.fr.

e-Trivia www.e-trivia.com



Between 1997 and 2004, over 315 million computers will become obsolete in the United States. This is equivalent to approximately 1.2 billion pounds of lead, according to the Silicon Valley Toxics Coalition.

What percentage of the 24 million U.S. computers that became obsolete in 1999 will be recycled? 14 percent or 7 percent?

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Related Web site: www.svtc.org

Answer: 14 percent

Address book changes in Argentina and Egypt

The IDC office in Argentina, Trends Consulting S.A., has moved to the following address:

Rivadavia 413
Piso 4, Oficina 6
C1002AAC, Buenos Aires
Argentina

The telephone numbers for *PC World Egypt* have changed. The main number is now: +20-2-760-1276

IDG WorldUpdate

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4.000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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WWW.IDGWORLDUPDATE.COM

Webbys wow wired world

Five-word acceptance speeches say it all

Limited to acceptance "speeches" of just five words, Webby Award winners make it clear that brevity can indeed be the soul of wit. Below, a sampling of the winners and their words.

Activism: Ad Busters
"Three letters, I-P-O."
Arts: Web Stalker
"Technical innovation equals class war."
Commerce: BabyCenter
"Thank you Matt and Mark."
Education: Merriam-Webster Word Central
"Antidisestablishmentarianism. Pseudopsychoanalsis. Polyvinylmasathrealasin. Onomotoplayer. Supercalifragilisticexpialidocious."

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Some 3,000 denizens of the new media world descended on San Francisco earlier this month to celebrate their own at a red-carpeted, black-tie-cum-purple-feather-boa gala awards show that aims to showcase the best sites on the Web.

Styled after the film industry's venerable paean to itself, The Webby Awards nevertheless pokes fun at its Academy Awards inspiration, limiting acceptance speeches to just five words and presenting winners not with a golden statuette but a handcrafted trophy of coiled metal.

Now in its fourth year, The Webby Awards honored winners in 27 categories – from humor (www.theonion.com) to technical achievement (www.google.com) to kids (www.scholastic.com) and news (www.medianews.org). According to **Tiffany Shlain**, president of The Webby Awards, the event is meant to honor and celebrate those who have contributed and set new standards on the Web. "They represent the best of the best in a medium that grows at an increasingly dizzying pace every day."

With just eight full-time employees at its office in San Francisco's Multimedia Gulch, the Webby Awards has grown into the industry's pre-eminent awards programs, whose judges this year included

continued on page 5

Webby Awards 2000

Tiffany Shlain, *president of The Webby Awards Inc., holds court at this month's awards ceremony at San Francisco's Masonic Auditorium. Thousands tuned in to follow the event on a live Webcast.*

EPI lets IDG managers examine "big picture"

IDG Czech Managing Director ***Ivan Novotny*** *(left) makes a point during a discussion with* ***Miguel Angel Gomez****, editor-in-chief of IDG Spain's Dealer World, at this month's European Publishing Institute.*

IDG WORLD UPDATE

Developing a better understanding about how other departments function, integrating knowledge of one's role with an awareness of other publishing functions, learning from colleagues and networking were among the benefits identified by the most recent group of IDG managers to participate in the company's annual European Publishing Institute, held this month in Prague, Czech Republic.

Now in its seventh year, EPI aims to provide high-achieving mid-level managers with a broader understanding of the publishing function in general as well as a look at IDG's various activities around the globe. This year's event was organized by IDG Human Resources Senior Training and Development Specialist **Connie Raleigh** and Senior Training and Development Coordinator **Laurie Parsons**.

continued on page 4

in brief

newsworthy

Taiwan's largest local publisher will license IDG titles

COMPUTERWORLD INFOWORLD Taiwan
環球資訊
新聞
2000年5月14日 本期56頁551期

IDG this month announced it has formed an alliance with the Infopro Group, Taiwan's leading IT media company. Under the terms of the agreement, IDG will become a shareholder in Infopro, which will acquire licensing rights from IDG to publish *Computerworld/InfoWorld Taiwan, PC World Taiwan* and related online services in Taiwan. The two companies also agreed to cooperate in other publishing activities across Asia, including venture capital investments in Chinese-language IT online services.

Jack Wang will continue as president and CEO of IDG Taiwan, which will now focus on new business development. He will also become a board director of Infopro Group.

"We are pleased to be working with Infopro to extend IDG's offerings to new IT audiences in this region," said **Kelly Conlin**, president and CEO of IDG. "Infopro shares our entrepreneurial vision and commitment to providing readers with the best IT information available on the market today."

"It's an honor for us to join forces with IDG," said **Albert Wu**, chairman and CEO of Infopro Group. "This alliance leverages the local resources of Infopro Group with the global resources of IDG, with a portfolio of products that includes publications, Internet services, events and market research. We are actively evaluating other IDG publications to be launched in Taiwan in the near future."

Founded in 1984, Infopro Group is the largest IT media group in Taiwan. In addition to IDG-licensed titles, Infopro now also publishes five other IT publications, including *PC Magazine Taiwan, PC Week Taiwan* and *PC Computing*, under license from Ziff-Davis; *Electronic Engineering Times Taiwan*, under license from Miller Freeman/CMP; and *e-CIO*, which includes syndicated information from *Information Week* and *Network Computing*.

Infopro's other businesses include multimedia products, marketing and events services, training programs, online businesses and venture investment. A publicly traded company, Infopro has been listed on Taiwan's over-the-counter TIGER market since April 19.

PCW readership reaches 6.5 million

The highs keep getting higher at *PC World*.

According to last week's Spring 2000 Mediamark Research, Inc. (MRI) consumer survey, *PCW*s readership leapt to an all-time high of 6.5 million. The San Francisco-based magazine also led all other surveyed computer and business publications in reaching managers and buyers of computer products for business, as well as readers making computer product purchases via the Web.

MRI numbers showed that in the past year *PCW* grew nearly twice as fast as *PC Magazine* in reaching online buyers and delivered the highest concentration of buyers in this growing market segment.

Increasing 7% year to year, *PCW* attracted more than 1.5 million managers who bought computer products for business; *PC Magazine* declined by nearly 10% to 1.4 million in this influential segment.

IDG Communications sales network running smoothly; Joan Kelly tapped to carry on effort

Close to one year after IDG Communications was formed to improve operating results at IDG's U.S. publications and to create an effective national sales network, its mission has been accomplished, said IDG President and CEO **Kelly Conlin**.

"IDG's U.S. publishing units have achieved a remarkable turnaround after the challenging year we had in 1999, and a smoothly functioning sales network is now in place," he said. "**Joe Levy**, who was tapped to lead this effort, would be the first to say that this has been due to the talented leadership at our business units, but I would add that Joe's decisive style and positive attitude — along with his 29 years of experience at IDG — played a pivotal role. The year 2000 is shaping up to be IDG's best year ever, with U.S. publishing showing more than 20% revenue increase over last year."

Effective earlier this month, Levy rededicated himself to serving as president and CEO of CIO Communications, which is gearing up for the June launch of *Darwin* magazine. He will continue his role as acting CEO of Computerworld U.S. until the search process now under way is complete, and will also continue to serve on the IDG Executive Committee.

The name IDG Communications has been retained to represent the U.S. sales network, and **Joan Kelly** will continue to lead that group as president, reporting to the IDG Executive Committee, as will all U.S. business unit presidents.

Kelly

IDG Communications mission is to increase revenue across all IDG business units, increase customers' satisfaction and loyalty, and make it easy for customers to build and maintain a significant business relationships with IDG. Both the on-line sales group and the business development sales team who constitute this division will work together on IDG's top accounts and work collaboratively with each of the U.S. publications' sales teams to develop a strategy for each account. The IDG Communications team will also continue to work very closely with IDG Global Solutions to ensure that IDG customers who are doing business around the globe have access to all of IDG's products and services.

Kelly began her career in 1988 as advertising director at *Macworld* and in 1994 moved to *InfoWorld*. She held several positions there, culminating in vice president/associate publisher for the Eastern region, before moving on to become IDG Communications executive vice president, Sales and Marketing, in July 1999.

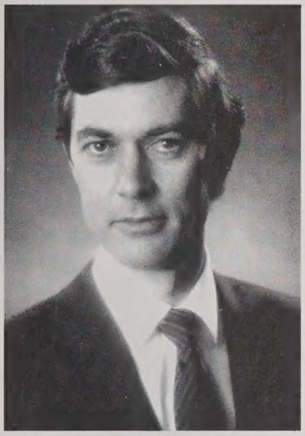
Send us your story ideas!

IDG World Update's best source of news is you. If you have a suggestion, send a brief description to world_update@idg.com.

executive Q and A

Kirk Campbell

IDC's president and CEO is this week's columnist



IDC at-a-glance

Headquarters Framingham, Mass.

Mission Be the world's leading provider of information technology industry analysis, market data and insight, and strategic and tactical guidance to builders, providers and users of information technology.

Tagline Analyze the Future

Web site www.idc.com

Employees More than 900 worldwide (510 in the U.S.)

Number of analysts More than 600 worldwide.

Recent accomplishments StorageVision conference in San Jose, Calif., in May was sold out with 450 attendees.

Q How was IDC's Q2 financial performance, and how does Q3 look?

A Business has never been better at IDC. Our sales are growing at over 30% this year. IDC is selling more to its existing clients and bringing in many new customers every month. Our worldwide research product lines (Internet, hardware, software, services and communications) are expanding rapidly. All four of our major regions (North America, Latin America, EMEA and Asia/Pacific) are experiencing strong profit growth. FY 2000 will definitely be a record breaking year for IDC.

Q I noticed that IDC had banner ads on several CNN sites. Has IDC ever done Web advertising before? Was it effective?

A In March, IDC ran four different banner ads over a two- week period on CNN. This was our first corporate Web advertising to date, and it was certainly worthwhile. The CNN ads promoted key elements of IDC's brand, specifically our analyst insight and global capabilities. In total, the ads provided IDC with more than 2.5 million impressions. This exposure is useful in enhancing awareness of IDC among our key target customers, which are IT vendors, Internet executives, IT professionals and the financial community.

I am pleased to report that over the next several months IDC will undertake a significant advertising campaign. Advertising is a critical new initiative at IDC — part of our strategy to promote our brand and to attract talented research, sales and operations professionals. In the past, IDC generally has advertised only to promote our major conferences, such as the IT Forum and Directions. This will be our first ad agency-developed, multimedia branding campaign.

Our advertising strategy includes full-page ads in IDG publications including *CIO, InfoWorld, Computerworld* and *The Industry Standard*. We also will be expanding our advertising on relevant Web sites and e-mail newsletters as well as running recruiting/branding ads on selected radio stations in Boston and Northern California. You are going to see IDC's brand a lot more in upcoming months.

Q How is IDC's Web business doing?

A IDC's sales of research over the Web are exploding. We launched a new IDC Store on idc.com last December. This resulted in our research report sales over the Internet increasing by 333% over the prior year! Over the next several months, we will be launching new distribution partnerships with external Web sites to increase IDC sales through these new channels. We also will be signing more deals to provide selected research content to Web sites in order to drive traffic back to idc.com and increase our Web sales. IDC's strategy is to build a strong Web network to promote our brand and sell more research.

Q What are the European Expertise Centers, and why do you need them? How are they different from regular IDC offices?

A IDC's European Expertise Centers are where we locate our regional research analysts. For example, our Internet Expertise Center is based in Copenhagen, which is where we develop our pan-European Internet research. Our Telecommunications Expertise Center is based in London where our European Telecom analysts are based. So a European Expertise Center is simply where IDC locates its regional research analysts. We currently have Expertise Centers based in London, Paris, Amsterdam, Copenhagen, Milan and Prague.

IDC provides two types of research in Europe: regional and country. All of the European research is done from the Expertise Centers. The country research is done from each IDC country office. All of the Expertise Centers are located in country offices so they legally are part of each subsidiary but for management purposes we organize analysts to focus on either regional or country research.

Q What were your responsibilities before you became president of IDC? Do you have a research analyst background or more general financial experience?

A I joined IDC at the beginning of 1990 as chief operating officer and was promoted to CEO in 1991. Before joining IDC, I worked for IDG for about two years as vice president, responsible for business planning and analysis for IDG's many business units. My professional experience prior to joining IDG was in managing operations, acquisitions and business/financial analysis. My experience in business analysis has been very useful in leading a research company as well as my 17 years of experience in the IT industry.

Kirk Campbell may be reached at kcampbell @idc.com.

EPI

continued from page 1

This year's group of 17 participants hailed from 10 European business units and from disciplines as diverse as sales manager, online editor, advertising manager, editor-in-chief, market research executive manager and publisher.

The group convened at the Renaissance Prague Hotel where they worked through an agenda that covered topics including online business, finance and business management, circulation and audience development, operation of an editorial department, the role of IDC and an overview of IDG International Publishing Services. **Preben Engel**, general manager of IDG Denmark offered a look at the role of the general manager in an e-business economy, and **John O'Malley**, director of business development and strategic planning at IDG Global Solutions, discussed issues related to branding.

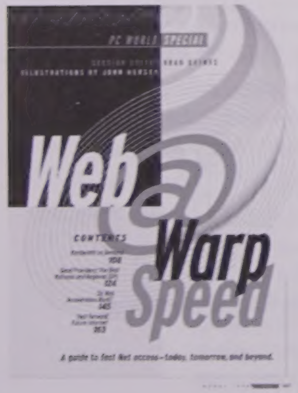
Participants also had an opportunity to work together in small groups on a real-world business plan focused on building an online presence for an existing print publication. At the end of the three days, each group presented its recommendations to a three-person "board" comprising IGS's **John O'Malley**, **Tallina de Boer**, marketing manager, IDG Netherlands, and **Carsten Schmidt**, Nordic sales and marketing manager, IDC Denmark.

IDG WORLD UPDATE

Front row (l-r): ***Iwona Siemaszko-Kowzan****, publisher, IT Partner, Poland;* ***Karel Taschner****, editor-in-chief, Computerworld, Czech Republic;* ***Sergio Saenz Beramendi****, advertising manager, PC World, Spain. Row 2:* ***Florence Schmit****, International Sales Manager, France;* ***Katja Kleffmann****, marketing manager, Germany;* ***Yanka Petrovska****, sales manager, PC World Bulgaria;* ***Mustafa Mustafa****, group advertising manager, IDG U.K.;* ***Eric Verweij****, editor-in-chief, PC World Netherlands. Row 3:* ***Jonathan Holmes****, EMEA publishing manager, IDC, U.K.;* ***Frank Heublein****, market research executive manager, Germany;* ***Mendel Stecher****, editor, Infoworld, Netherlands;* ***Miguel Angel Gomez****, editor-in-chief, Dealerworld, Spain;* ***Magnus Hoij****, editor, Computer Sweden. Not pictured:* ***Endre Beky****, on-line editor, IDG Hungary;* ***Marcus Wilkinson****, advertising manager, IDG U.K.;* ***Axel H[illegible]ach****, sal[illegible]ager, Germany;* ***Olo Sawa****, project manager, special projects, IDG Poland.*

For more information regarding EPI, contact Connie Raleigh at connie_raleigh@idg.com. WU

The perils of privacy

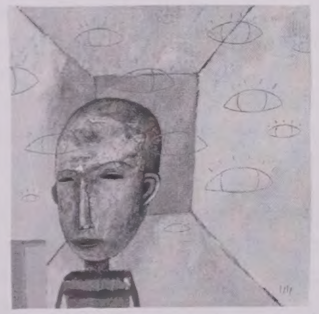


Network World, PC World earn design honors

The art departments at *Network World* and *PC World* recently made a little more space on their award shelves. The Society of Publication Designers (SPD) honored both magazines with Merit Awards.

Network World Assistant Art Director **Paul Lee** won in the Feature Design category for the story "The Perils of Privacy" in last year's Power Issue [Dec. 99-Jan. 00]. "We are immensely proud of Paul for doing a stellar job and bringing in our first-ever SPD award," said NW Design Director **Rob Stave**.

PC World also took home a Merit Award for design for **Carolyn Perot**'s design of the opening spread to "Web at Warp Speed" in the May 1999 issue. "We went up against a field of 7,500 submissions and will be in the company of titles like *Rolling Stone*, *Esquire* and *Vanity Fair*," said *PCW* Art Director **Robert Kanes**. "This is wonderful news, following on the heels of last year's inclusion in SPD's 'Spots' competition."



This PC World illustration has been accepted into SPD's 2000 Spots competition.

PC World also had an entry accepted into the SPD's 2000 'Spots' competition, which will be shown in the annual 'Spots' show at the Society of Illustrators space in New York City and appear in SPD's 35th Publication Design annual to be published later this year. The illustration was for the Consumer Watch entitled "On the Web You Have No Secrets," in the July 1999 issue; the illustrator was Jordin Isip, and the art directors were Robert Kanes and PCW Deputy Art Director **Barbara Adamson**.

Begun in 1964, SPD design competition is the magazine design industry's most prestigious. Entries cover the whole spectrum of international magazine publishing, from consumer to educational. For more information, go to www.spd.org. WU

continued from page 1

Finance: Gomez.com
"Can you spell quiet period? "
Games: Game Spy Industries
"Everyone likes the licky-licky."
Health: Thrive Online
"It just took four years."
Humor: The Onion
"They said I could only..."
Living: Epicurious
"Is this thing edible? Mangia."
Politics and law: Politics.com
"Bear. Wadsworth. Paine. Touchscreen. Hennequin."
Print and zines: Nerve.com
"Shucks. Screw with your mind."
Radio: Lost and Found Sound
"Diva, laugh, Webbys and NPR."
Services: Evite.com
"Friends, it's time to party."
Sports: ESPN.com:
"Thank you sports fans."
Technical achievement: Google.com
"We love you, Google users."
Travel: Outside online
"Thank you. Now get outside."
TV: MSNBC.com
"We all have a story to tell."
(The word limit violation did not go unnoticed by the emcee!)

Webby Awards

continued from page 1

Francis Ford Coppola in film, Robin Williams in games, David Bowie in music, Esther Dyson in finance, Julia Child in living and Sir Richard Branson in travel. Among the more well-known presenters were Tina Brown, editor-in-chief of *Talk* magazine; and actor and comedian Sandra Bernhard. IDG Chairman **Pat McGovern** and his wife Lore were also on hand to present the award for, what else? Travel.

The event took place at San Francisco's Masonic Auditorium and was hosted by actor Alan Cumming, winner of a Tony Award for his portrayal of the emcee in the Broadway production of *Cabaret*. A VIP party for judges and sponsors took place at Grace Cathedral prior to the ceremony, which, in another departure from the Oscars, was wrapped up in just under two hours. Afterward, guests moved across the street to Huntington Park where they celebrated well into the night.

Maya Draisin, *director of the International Academy of Digital Arts and Sciences (left) and* ***Tiffany Shlain,*** *president of The Webby Awards, take a break from the festivities.*

Webby Awards 2000

IDG Chairman ***Pat McGovern*** *(right) and his wife Lore (behind speaker), present the Webby Award for best travel site to representatives from Outside magazine's online site (www.outsidemag.com).*

Webby Award winners are determined by members of the International Academy of Digital Arts and Sciences, whose director is **Maya Draisin**, a full-time Webby Awards employee. Among the 350 members of the Academy are various evangelists, visionaries, journalists and top-notch Web developers. Three independent site reviewers, professionals who work on and with the Internet, inspect each entered site and rate them against pre-set criteria. Nominating judges, culled from the ranks of new media journalists and editors, Web developers and other Internet professionals, select the top five sites in each category. Final judging is done by a group of leading Internet luminaries and others who have demonstrated extraordinary talent in a traditional medium.

Entry for next year's Webby Awards has already begun and will continue through Oct. 15. For more information, visit www.webbyawards.com or contact **David-Michel Davies** at drwatson@webbyawards.com. WU

Coming up

iDEALS
The Marketplace Exclusively for Internet Industry Networking and Deal-making
June 8-10
The Peaks Hotel & Resort, Telluride, Colo.
Contact: The Industry Standard
Tel: 415-733-5400
www.thestandard.com/ideals

IDG Asia/Pacific Managers Meeting
June 8-10
Beijing
Contact: Marion Kibbee
marion_kibbee@idg.com

Internet Summit
June 15-18
The Ritz-Carlton
Laguna Niguel, Calif.
www.thestandard.com/events/summit2000

The eCommerce Forum
June 19
Paris
www.idc.com/events

The Premier 100 IT Leaders Conference
A Computerworld event
June 19-21
Marriott Desert Springs Resort & Spa
Palm Desert, Calif.
www.computerworld.com/p100

GovTech 2000
June 20-21
Washington, D.C. Convention Center
An FCW Government Technology Group event
Tel: 703-876-5100
www.govtechexpo.com

noteworthy people

Mikita

IDG WORLD UPDATE

Denver

IDG WORLD UPDATE

Lee

IDG WORLD UPDATE

East

Harris

Promotions

ITworld.com Vice President, Research and Strategic Development **Rich Mikita** moves into a new role as senior vice president, strategic operations. "Rich will oversee and help to integrate the critical functions of marketing, audience development, sales, advertising operations and research," said **Bill Reinstein**, ITworld.com president and CEO. "Rich's focus in this new role will be to help better coordinate and align each of these important areas to ensure that we are maximizing our overall revenue potential and return on investment. Rich is a great listener, a creative and hard worker, and is extremely knowledgable about the IT space overall."

IDC Sales Director **Terri Bergstrom** has been promoted to associate vice president, Enterprise Consulting Sales. "A 24-year veteran of IDC and IDG in many roles, Terri has been an integral part of the IDC Consulting Sales team," said **Brad Thorpe**, group vice president, Major Accounts. "Terri has been a consistently successful performer and the winner of two Salesperson of the Year awards. She has been instrumental in developing our partnerships with IDG leading to many successful joint consulting projects with IDG, IDC and our mutual clients."

Jennifer Morton, IDC West senior account executive, moves up the ladder to manager, Enterprise Consulting Sales. "While new to IDC, Jennifer has already proven herself a veteran in Consulting Sales and is at an outstanding 137% year-to-date performance level through the first half of FY '00," said Brad Thorpe, group vice president, Major Accounts. "In addition to her continued personal performance with her accounts, Jennifer is taking on the additional coverage of Cisco consulting through this fiscal year, plus covering consulting sales to several accounts." Soon to be married, she will change her name to Jennifer M. Seguin.

IDC Sales Director **Jim Farley** is now vice president, Enterprise Sales, in charge of Financial/IT Related, eBusiness, and IT Advisor/User sales. "On the sales side, Jim is IDC's champion for selling new and non-traditional IDC products to new and non-traditional IDC customers," said Brad Thorpe, group vice president, Major Accounts. "Jim was the Growth Accounts Salesperson of the Year in 1997, the Financial Accounts Salesperson of the Year in 1999, and is currently leading the Financial and eBusiness teams to a combined 135% of plan for the first six months of FY '00."

IDC Recruiting Specialist **Eleanor Storch** has been promoted to recruitment manager. "Over the last year, Eleanor has done an incredible job establishing a recruiting practice at IDC," said Vice President of Human Resources and Education **Debbie Bernardi**. "She has successfully managed and organized initiatives such as open houses, ad campaigns and collateral, and career days for college students, and has attended many job fairs to find the best and brightest candidates."

New employees

Previously an account coordinator with Sega's public relations firm Access Communications, **Nate Denver** is now assistant managing editor of GamePro.com. He earned a B.A. in English, with an emphasis in poetry, from Colorado State University and was a visiting student of literature at Oxford University. A writer and skateboarder he also sings and plays bass in a "punk, messy, metal freakout band named Total Shutdown."

Ricky Lee joins Games Media Group as an accountant, coming from the Lincoln Child Center where he held a similar title. He graduated from Lincoln University in Oakland, Calif., with an M.B.A. in international business, plays tennis, and claims to have earned "some money from the stock market."

PC World has hired **Jenean East** as a presentation specialist in its marketing department. She was previously with market research firm Information Resources, Inc. where she designed and produced presentations. She graduated from San Francisco State University with a B.A. in creative arts and enjoys going to museums and theatre and playing with her cat, Maggie.

ITworld.com in San Francisco has hired **Barry Harris** as an associate editor at *LinuxWorld* magazine. He was previously an editor at the *Asahi Evening News* in Tokyo and earned a B.A. in anthropology and communications at the University of California/San Diego and an M.A. in international relations at the University of Denver. A photographer and swing dancer, he recently gained a new dance partner in his first daughter Mina.

Joe Sullivan joins *CIO* as an editorial assistant. After graduating from the University of Massachusetts/Amherst with a B.A. in journalism and working on the school's newspaper as a columnist and librarian, he worked for *The Valley Advocate* in Hatfield, Mass., as the listings editor.

IDG Books' Foster City, Calif., office has hired **Vanessa Brannon** as advertising coordinator. She was previously wrote video game tips for Sony Computer Entertainment. Currently working toward a degree in film history at the College of San Mateo, (Calif.), she enjoys writing, movies, reading and "breathing and sleeping."

Returning employees

Darren Ford returns to IDG as vice president of business development at IDG Communications in Plano, Texas. After working for *Computerworld* for nine years in sales, lastly as senior district manager in the Dallas region, he went to

continued next page

Account Executive (CIO) CIO Communications, Inc. is looking for an Account Executive to join the CIO sales team in Philadelphia, PA. In this position, you will be responsible for prospecting/cold-calling new clients and supporting existing customers. Demonstrated closing skills and collaborative, creative problem-solving ideas are necessary. Ideal candidate will also possess excellent verbal, written and organizational skills. Computer industry knowledge and a minimum of 3 years inside/outside sales experience a must. *Location: Philadelphia PA*
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

Account Executive (CIO) CIO Communications, Inc. is looking for an Account Executive to join the CIO sales team in Austin, TX. In this position, you will be responsible for prospecting/cold-calling new clients and supporting existing customers. Demonstrated closing skills and collaborative, creative problem-solving ideas are necessary. Ideal candidate will also possess excellent verbal, written and organizational skills. Computer industry knowledge and a minimum of 3 years inside/outside sales experience a must. *Location: Austin TX*
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

Account Executive (CIO) CIO Communications, Inc. is looking for an Account Executive to join the CIO sales team in San Francisco, CA. In this position, you will be responsible for prospecting/cold-calling new clients and supporting existing customers. Demonstrated closing skills and collaborative, creative problem-solving ideas are necessary. Ideal candidate will also possess excellent verbal, written and organizational skills. Computer industry knowledge and a minimum of 3 years inside/outside sales experience a must. *Location: San Francisco CA*
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

Account Executive (CIO) CIO Communications, Inc. is looking for an Account Executive to join the CIO sales team in Northfield, IL. In this position, you will be responsible for prospecting/cold-calling new clients and supporting existing customers. Demonstrated closing skills and collaborative, creative problem-solving ideas are necessary. Ideal candidate will also possess excellent verbal, written and organizational skills. Computer industry knowledge and a minimum of 3 years inside/outside sales experience a must. *Location: Northfield IL*
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

Account Executive (CIO) CIO Communications, Inc. is looking for 3 Account Executive's to join the CIO sales team in Fairfield, NJ. The role of the AE, along with a Regional Sales Manager and Sales Associate, will be to achieve and increase page and revenue plans. In this position, you will be responsible for prospecting/cold-calling new clients and supporting existing customers. Demonstrated closing skills and collaborative, creative problem-solving ideas are necessary. Ideal candidate will also possess excellent verbal, written and organizational skills. Computer industry knowledge and a minimum of 3 years inside/outside sales experience a must. *Location: Fairfield NJ*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

VP, West Coast Sales (CIO) The VP Sales/West will be responsible for growing sales of multiple products for CIO and Darwin magazines and for managing the North, Central, South Central, Southern California and West Coast territories. This individual must have proven team leadership skills and proven ability to drive revenue, to grow market share and to motivate and manage a senior sales team. He/she will make calls at the highest levels possible and must be skilled at selling compelling, integrated programs to clients and agencies. The ideal candidate should be a creative problem solver, a strategic thinker and have strong communication skills. A minimum of 8-10 years of advertising and management experience for a business and/or technology publication is required. *Location: San Francisco CA*
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

Associate Graphic Designer (CIO) CIO Communications is seeking an Associate Graphic Designer. Position requires B.A./B.S. in Graphic Design plus one year of layout experience. Must have strong design portfolio and knowledge of typography, 4-color production in a Mac environment, Quark, Photoshop, and Illustrator. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

Project Management Intern (CIO) This position will be responsible for assisting in the day to day project management of custom publishing projects to include editorial, design, and production processes. Will also provide administrative support as needed. Candidate must have strong organizational, communication, and customer service skills; must be able to work independently in a fast pace environment. Publishing, communications, sales or agency experience a plus.
Location: Framingham MA
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

Administrative Assistant (FCW) Independent thinking individual needed for entry-level position in busy Production & Circulation department to assist with day-to-day operational duties of department. Duties include: responding to customer service inquiries and resolving issues, handling various administrative duties for department (copying, filing, faxing, mailing), and acting as liaison with sales and vendors. Some travel involved. Must be flexible, organized and customer service oriented. Knowledge of Word and Excel required, Mac experience is a plus. *Location: Falls Church VA*
Contact: C. Vrabel, Fax: 703-876-5089, Phone: 703-876-5057, Email: cvrabel@fcw.com

Conference Coordinator (IDC) IDC's fast-growing conference group is looking for a coordinator to assist with event logistics and marketing support for four to five events per year. Responsibilities include food & beverage, site selection and management, A/V, signage, give-away production, financial management and tracking, on-site coordination and post-event follow-up. Candidates should have some event management experience, preferably in high-tech. Position requires attention to detail, ability to multi-task, negotiation skills and a can-do attitude. Some travel required. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Sr. Group Marketing Manager (IDC) IDC's Services Research Group seeks a talented marketing professional to focus on promoting an interesting and fast growing group of research programs focused on services and solutions. Responsibilities include working with a team of high-profile market analysts, writing persuasive press releases and report promotions, developing monthly program campaigns and worldwide awareness campaigns for the group as well as proactive press relations work. The ideal candidate for this position will be a dynamic, creative and very organized professional who enjoys a challenging and fast-paced environment. 7-10 years marketing experience necessary with special emphasis on lead development promotional activities is required. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Production Coordinator (IDC) Seeking a motivated individual to coordinate print, electronic, and Web deliverable production in a fast-paced environment. Specific duties will include job ticket management, assigning production tasks to editors and designers, invoice processing, and document distribution and archiving. The position requires strong interpersonal skills for daily interaction with project managers, internal clients, print vendors, and localization services. Proofreading and prepress skills are a must. Must have a minimum of 2 years of production trafficking experience. Lotus Notes experience and a bachelor's degree preferred. Proficiency with desktop publishing applications (QuarkXPress, Illustrator, Photoshop, Powerpoint, Word, Excel, Deltagraph) and editorial experience are a plus. *Location: Framingham MA*
Contact: A. Schneider, Fax: 508-935-4432, Phone: 508-935-4419, Email: idc_jobs@idc.com

Associate Analyst, Hardware (IDC) This dynamic position covers the fast-paced notebook, smart handheld, and handset markets from a primary research perspective. Candidates should be articulate, be able to summarize vast amounts of data and produce relevant information, and work well in a fast-paced team environment with strict publication deadlines. This individual will be the primary project manager of the Mobile User & Buyer ePanel program. This includes formatting survey data, developing questionnaires, creating summary results data for telebriefings and web sites, and supporting client inquiries. *Location: Framingham MA*
Contact: A. Schneider, Fax: 508-935-4432, Phone: 508-935-4419, Email: idc_jobs@idc.com

Research Director, High Performance Computing User Forum (IDC) Seeking a Director of the HPC User Forum. This position is responsible for building the HPC User Forum into a global end-user service supporting the needs and requirements of high-performance computing users. More specifically, a successful candidate will drive the overall product strategy, including business development, global expansion, research initiatives, and ongoing customer relations. Must have a strong background in the high-performance computing sector, including a well-established network within the high-performance end-user community. *Location: Framingham MA*
Contact: A. Schneider, Fax: 508-935-4432, Phone: 508-935-4419, Email: idc_jobs@idc.com

Research Director, Workstation Research (IDC) Responsible for the direction, content and strategy of the workstation portion of the Workstations and High-Performance Systems program. We require at least a BA/BS degree in business, science, computer science, or similar. Several years' experience in workstations, graphics or technical computing is critical. Must have strong skills in market research, analysis, writing, data and oral presentations. *Location: Framingham MA*
Contact: A. Schneider, Fax: 508-935-4432, Phone: 508-935-4419, Email: idc_jobs@idc.com

Senior Analyst, Business Services: eRecruiting (IDC) Senior Research Analyst will be responsible for providing strategic analysis and actionable advice on the eRecruiting market to recruitment vendors and their partners. This is a high-profile position in which the successful candidate will have frequent contact with the press, Wall Street firms and senior industry executives. Candidates must possess excellent writing, communication, and quantitative skills. MBA graduate in marketing o[illegible] finance with experience in the recruiting industry and specifically the Internet recruiting business is preferred.
Location: Framingham MA
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Account Executive (IDC) Experienced sales professional to assist in managing sales and business relationships at US HQ for several top IDC vendor major account customers. Will work closely with Global Major Account Manager to ensure monthly sales of services, to include renewing existing services as well as selling new annual services, other syndicated research such as multiclient studies, conference sponsorships, and consulting to include speeches and honoraria. Reports to Global Account Manager of specified accounts. Will require some travel, and excellent presentation, account organization, and penetration skills. Must have minimum of 1-3 years of selling experience with complex goods or services to technology vendors.
Location: Mountain View CA
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Director, User & eBusiness Sales (IDC) The Sales Director will be responsible for their personal territory, as well as managing the West Coast User & eBusiness Sales team (hiring, training, mentoring) who will call on Global Commercial 2000 financial (brokerage, banks, insurance, etc.), industrial, manufacturing, and retail industries to both technology adopters and eCommerce focused clients and prospects to maintain and grow base of these clients in their respective industries. Responsible for bringing on new clients from these industries. Experience in selling market research, or technology hardware, software, or services solutions to the CIO, CEO, VP level of management for both internal IT issues as well as external Business to Business markets a plus. Proficiency in territory management skills and sales automation tools, i.e., Notes, Excel, Word, Powerpoint. 5 - 7 year's sales and industry experience. BA/BS preferred. *Location: Mountain View CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Sr. Account Executive, eCommercial Sales (IDC) Sr. AE will be responsible for calling on Global Commercial 2000 companies in the following industries: financial (brokerage, banks, insurance), industrial, manufacturing and retail. Targets will include both technology adopters and eCommerce focused clients and prospects to maintain and grow base of these clients in their respective industries. The SAE will be responsible for developing new business within these industries. Prior experience selling market research, technology hardware & software, or services solutions to the CIO, CEO, VP level is a plus. In addition, experience selling solutions for both internal IT issues as well as external B to B markets is helpful. Proficiency in territory management skills and sales automation tools and at least 3 years of outside sales experience is necessary. BA/BS preferred. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Sr. Account Executive, eCommercial Sales (IDC) AE will be responsible for calling on Global Commercial 2000 companies in the following industries: financial (brokerage, banks, insurance), industrial, manufacturing and retail. Targets will include both technology adopters and eCommerce focused clients and prospects to maintain and grow base of these clients in their respective industries. The SAE will be responsible for developing new business within these industries. Prior experience selling market research, technology hardware & software, or services solutions to the CIO, CEO, VP level is a plus. In addition, experience selling solutions for both internal IT issues as well as external B to B markets is helpful. Proficiency in territory management skills and sales automation tools and at least 3 years of outside sales experience is necessary. BA/BS preferred. *Location: Mountain View CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Paralegal (IDG) IDG is seeking an experienced Paralegal to join the legal team who will be responsible for handling US and worldwide trademark services and applications, maintaining the trademark database and reports, and corresponding with outside trademark counsel. Ideal candidates will possess a minimum of 2-3 years' experience with trademark filings and administration. Excellent computer database, organizational, and follow-through skills essential. Strong attention to detail also required. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

U.S. Correspondent (IDG News) Seeking an experienced, high-energy journalist to cover the U.S. technology industry from our San Francisco news bureau. Wide-ranging responsibilities include covering trade shows, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents around the world to develop in-depth stories with uniquely global perspectives. Travel will be required. The ideal candidate has a broad understanding of the IT industry, as well as an impeccable command of AP-style news writing and editing, yet the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum.
Location: San Francisco CA
Contact: E. Heichler, Fax: 617-423-0240, Phone: 617-239-7816, Email: elizabeth_heichler@idg.com

Copyright Coordinator (IDG/B) IDG Books is seeking a highly motivated self-starter for the preparation and administration of copyright registration forms for all IDGB publications. Responsibilities will include database administration/data entry and tracking of registrations; report creation and generation; general administrative duties and support of Legal Services Department. Requires a flexible individual capable of multi-tasking in high volume, fast-paced, proactively responsive environment with minimal supervision; outstanding interpersonal and communication skills; interaction with internal personne and US Copyright office; attention to detail with a high degree of accuracy essential proficient in Word, Access and Excel on the PC. Minimum 1 year administrative experience. *Location: Foster City CA*
Contact: C. Yam, Fax: 650-653-7513, Phone: 650-653-7198, Email: cajobs@idgbooks.com

Brand Development Manager (IDG/B) IDG Books seeks a Brand Management Development Editor to support the IDG Books Strategic Brand Management team with the planning, development, and throughput of non-retail branded product, including custom branded product and licensed branded product. Located in our Indianapolis facility, you will serve as the central contact regarding custom product information and management. Responsibilities include project level writing, editing, development, and positioning; author development; evaluation and development of branded non-retail product proposals. Requires BA Degree in English, journalism, or a related field, detail oriented, strong writing skills, project and time management abilities, author management skills, book development and positioning skills, effective communication, excellent negotiation skills; product and industry knowledge a definite plus. *Location: Indianapolis IN*
Contact: C. Yam, Fax: 650-653-7513, Phone: 650-653-7198, Email: cajobs@idgbooks.com

Director of Marketing (IDG/GMG) GamePro, the country's leading multiplatform gaming magazine, is seeking a Director of Marketing to support its sales activities and extend the power and reach of the GamePro brand. Responsibilities include managing all research and promotional activities, developing and effective communications strategy for both GamePro and GamePro.com, as well as creating and maintaining all sales tools, presentations and promotional collateral. In addition, this position will direct all public relations activities and manage multiple client events and industry trade shows for the company. Candidates must have exceptional communications skills, both written and oral. Must have previous management experience, be able to manage multiple tasks, and have strong presentation skills. Knowledge of the magazine publishing, video and computer games industry is essential. A minimum of 3-5 years in a senior level marketing position with an advertising agency or company in the electronic entertainment, high-tech, or publishing industry is required. *Location: San Francisco CA*
Contact: C. Lee, Fax: 415-975-2609, Email: clee@gamepro.com

Sales Associate (ITCareers) IT Careers is looking for a Sales Associate to support the Director of Ad Sales in a administrative facets of advertising sales, to include clerical support, office support, customer service, and general support as needed. Responsibilities include managing all media kit requests, the complimentary list and mailing list. Maintaining all client databases. Gather and send clients additional information. Assist clients with questions, problems, concerns on a regular basis. Prepare presentation material, proposals, market information, promotional materials, sales summary and correspondence. Supply Account Managers with account/competitive summaries, statistical data, and research information. Prepare competitive analysis with other computer-related publications and newspapers. Qualifications include a motivated individual with excellent organizational and communication skills. Pleasant phone manner and ability to work with customers required. Must work well independently and take initiative to make decisions and problem-solve. IBM PC or compatible literate in a word-processing program, database, and graphics program. *Location: San Mateo CA*
Contact: L. Browne, Fax: 415-267-1742, Phone: 415-978-3347, Email: lisa_browne@idg.com

Sales Associate, NE Territory (PCW) As Sales Associate for the Northeast Territory, this individual will support the NE Account Manager in all administrative facets of advertising sales, including clerical and office support and customer service. Specific responsibilities will include filing; client database maintenance; assistance with client questions and requests; preparation of PowerPoint presentations; coordination of travel arrangements; attendance of local trade shows; and tasks associated with the facilitation of advertising production. Must have excellent organizational, analytical, and communication skills and PC expertise, including Excel and Word. Some familiarity with database applications, Lotus Notes, and/or PowerPoint would be a real plus. *Location: Framingham MA*
Contact: L. Gomes, Fax: 508-872-6912, Phone: 508-370-0846, Email: laurie_gomes@pcworld.com

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18

Debbie Waters *IDG*

15

Andreas Dunse *IDG Germany*
Rudolf Schuster *IDG Germany*
Walter Kainz *IDG Germany*

14

Dagmar Batschat *IDG Germany*
Martin Hingley *IDC U.K.*

13

Michael Deutsch *IDC*
Susanne Kratoschka *IDG Germany*
Michael Nerke *IDG Germany*
Gaby Kirschbaum *IDG Switzerland*

12

Anthoula Andrisani *Laurentian Technomedia*
Karin Tzschentke *IDG Austria*

11

Carol Hildebrand *CIO*
Eric Cormier *Network World*
Hiltraut Ludwig *IDG Austria*

10

Julianna Davis *InfoWorld*
Judy Mallman *InfoWorld*
Mandy Tse-Wong *IDG*

9

Johan Marnfeldt *IDG Sweden*
Noboru Masuda *IDG Japan*

8

Stephen Lawson *IDG News Service*
Barbara Ruffner *InfoWorld*
Marlene Buschbeck-Idlachemi *IDG Germany*
Morten Meilby *IDG Denmark*

7

Stewart Deck *CIO*
Carol Fountain *InfoWorld*
Steve Martin *InfoWorld*
Ulrike Ostler *IDG Germany*
Michael Riis *IDG Denmark*

6

Peter Kane *IDG New Zealand*
James Battey *InfoWorld*
Susan Falck *IDG Sweden*
Peggy Tang *IDG Hong Kong*

5

Susan Brown *IDG*
Karen Smarlarz *IDG*
Michael Hall *IDG*
Jeroen Wolfers *IDG Sweden*
Theresia Schmid *IDG Germany*

4

Richard Brewer *IDC*
Rebecca Wettemann *IDC*
Helen Barnard *IDG Australia*
Tim Sheedy *IDC U.K.*
Norbert Redl *IDG Austria*

3

Katrina Dalhquist *IDC*
Gabriele Dineiger *IDG Germany*
Charles Glimm *IDG Germany*
Klaus Maurer *IDG Germany*
Michael Galuschka *IDG Germany*
Peter Steinlechner *IDG Germany*
Martin Deppe *IDG Germany*
Steven Poelking *IDC Canada*
Gregor Malischnig *IDG Austria*

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Maureen Marcelle *IDG Communications*
Kelvin Goh *IDG News Service*
Nancy Suess *InfoWorld*
Anders Berglund *IDG Sweden*
Johan Ljunggren *IDG Sweden*
Mattias Inghe *IDG Sweden*
Yukari Sasaki *IDG Japan*
Hiromi Watanabe *IDC Japan*
Corinna Klinger *IDG Germany*
Nicole Stange *IDG Germany*
Mathias Bleher *IDG Germany*
Susann Gebler *IDG Germany*
Thomas Brugger *IDG Germany*
Greg Canfell *IDG Australia*
Helle Thilo *IDG Denmark*
Pernille Olsen *IDG Denmark*
Lene Sørensen *IDG Denmark*

1

Frank Araullo *IDG*
Leah Silver *CIO*
Kailas Kavishwar *IDG*
Erin O'Connor *InfoWorld*
Alexander Jencic *IDG Sweden*
Enrico Badalamenti *IDG Italy*
Karen Hulsbos *IDG Australia*
Poonam Khanna *Laurentian Technomedia*
Shunsuke Murahashi *IDC Japan*
Yuki Nanba *IDC Japan*
Karen Grundmann *IDG Germany*
Verena Nisslein *IDG Germany*
Christine Vetter *IDG Germany*
Patrick Weyhofen *IDG Germany*
John Stanisic *IDC Canada*
Hamish Mackenzie *IDC U.K.*
Natascha van den Berg *IDC Benelux*
Rolf Fischer *IDG Switzerland*
Niels Veileborg *IDG Denmark*
Jan Hansen *IDG Denmark*
Katja Hougaard *IDG Denmark*
Tonny Bjørn *IDG Denmark*
Jette Merkel *IDG Denmark*
Mikkel Ekenberg *IDG Denmark*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

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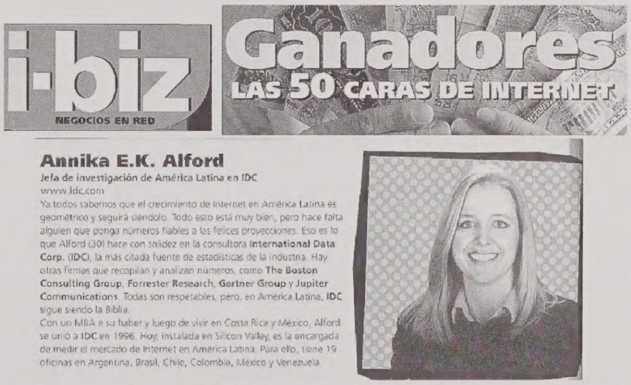
CMP's Global Accounts division, then C|Net where he was a regional director. He holds a B.S. in marketing from the University of Tulsa and enjoys reading and working with kids at church and Little League.

Elizabeth Cole (formerly Elizabeth Baptiste) has rejoined IDC Framingham as HR Manager for five internal client groups (Services Research, Communications Research, Internet Research, Marketing, Latin Research) and IDC Canada. For the past year and a half, Elizabeth worked at The Capital Group in California as a strategic recruiter. She originally joined IDC in 1995 "We are thrilled to have Elizabeth back in the organization," said IDC Vice President of Human Resources and Education **Debbie Bernardi**.

Alford among "most influential"



i-biz

NEGOCIOS EN RED

Ganadores

LAS 50 CARAS DE INTERNET

Annika E.K. Alford
Jefa de investigación de América Latina en IDC
www.idc.com

Ya todos sabemos que el crecimiento de Internet en América Latina es geométrico y seguirá siéndolo. Todo esto está muy bien, pero hace falta alguien que ponga números fiables a las felices proyecciones. Eso es lo que Alford (30) hace con solidez en la consultora **International Data Corp.** (IDC), la más citada fuente de estadísticas de la industria. Hay otras firmas que recopilan y analizan números, como **The Boston Consulting Group**, **Forrester Research**, **Gartner Group** y **Jupiter Communications**. Todas son respetables, pero, en América Latina, **IDC** sigue siendo la Biblia.

Con un MBA a su haber y luego de vivir en Costa Rica y México, Alford se unió a **IDC** en 1996. Hoy, instalada en Silicon Valley, es la encargada de medir el mercado de Internet en América Latina. Para ello, tiene 19 oficinas en Argentina, Brasil, Chile, Colombia, México y Venezuela.

i-biz magazine, a Dow Jones publication, named ***Annika Alford,*** *program manager for IDC Latin America's Internet research, one of the 50 most influential people affecting the growth of the Internet in Latin America. The article in i-biz's April 2000 issue cited IDC as "the Bible" in Latin America among firms collecting and analyzing industry statistics and also called IDC the most quoted source of Internet industry statistics on the region. Alford joined IDC in 1996 and is based in Mountain View, Calif.*

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Marti Paul** wil have her choice of an official "Off Line" t-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Honorable mentions

"Hang on a minute, Muriel. I'm teaching Simon to fetch me CNN Online!"
Tamara Castleman, *IDG Books Worldwide (Indianapolis, Ind.)*

"Good job, Augie! Now, go plug it in and bring me my slippers."
Pat Duhl, *IDC (Irvine, Calif.)*

"No, no more bidding on eBay for gourmet dog biscuits!"
Donald Jin, *IDC (Framingham, Mass.)*

"Dave? Dave? I'm on speaker phone…Have I got a stupid pet trick for you!"
Suzanne Snyder, *IDG Books Worldwide (Indianapolis, Ind.)*

After ordering a $500 meal from Pets.com, Fido had to leave.
Simon Salamon, *IDC (New York)*

"Mr. Jobs! Wait! He's doing it now, I swear!"
Glenn Worthman, *IDG Books Worldwide (San Francisco)*

"I'll show them 'UrbanFetch'…now go find a keyboard!"
Rich Brewer, *IDC (Framingham, Mass.)*

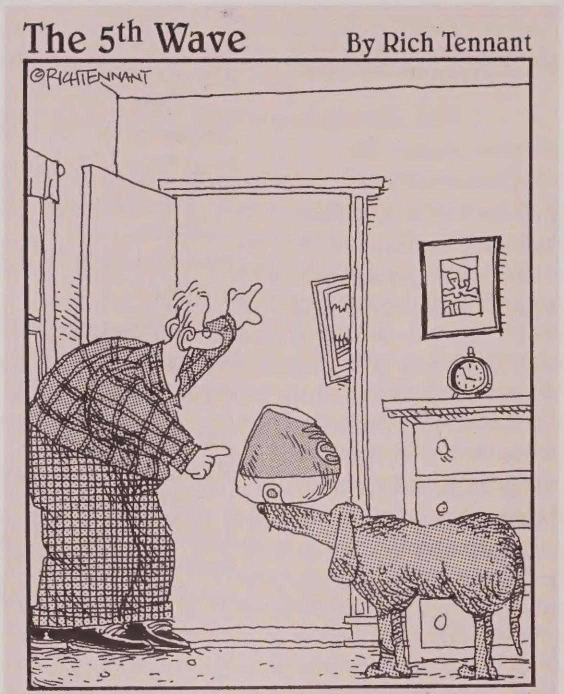
"Think different, boy, think different!"
Maridee Ennis, *IDG Books Worldwide (Indianapolis, Ind.)*

"Don't try and impress me with that rebuilt monitor, just get that picture to hang straight!"
Marlo Matsoska, *Network World (Southboro, Mass.)*

"Look Maw! I think Lassie's tryin' to tell us something!"
Steve Graham, *IDC Canada*

Walter's first attempt to create a portable "Pet-top" computer meets with limited success. "Snowball! Come back here with that keyboard!"
Brian Drumm, *IDG Books Worldwide (Indianapolis, Ind.)*

Think different.
Mike Udabage, *IDG Australia*



Fetch different.
Marti Paul, *IDG Books Worldwide (Foster City, Calif.)*

Rich Tennant's original caption
"Come here quick! I've got a new iMac trick!"

Memorial Day

Originally called Decoration Day, Memorial Day is one of remembrance for those who lost their lives serving the U.S. While many towns lay claim to founding Memorial Day, and President Lyndon Johnson declared Waterloo, N.Y., its birthplace in 1966, its origins are difficult to prove. Organized women's groups in the southern U.S. were decorating graves before the end of the Civil War.

Memorial Day was first officially proclaimed on May 5, 1868, by Gen. John Logan, national commander of the Grand Army of the Republic (an organization of Union veterans of the Civil War), and was first observed on May 30, 1868, when flowers were placed on the graves of Union and Confederate soldiers at Arlington National Cemetery in Virginia. The South refused to acknowledge the day and honored its dead on a separate day until after World War I when the holiday changed from honoring just those who died fighting in the Civil War to honoring Americans who died fighting in any war. It is now on the last Monday in May (passed by Congress in 1968 to ensure a three-day weekend for federal holidays), although several Southern states still have an additional, separate day to honor their Confederate war dead.

Since World War I it has also been called Poppy Day. Volunteers sell small, red artificial flowers to raise funds for disabled veterans.

and finally

Hi-Tech Information, publisher of *Hi-Tech Information* (part of the *Computerworld* product line) has moved to the following address:

Daeho Building 3rd floor
494-65 Yonggang-Dong Mapo Gu
Seoul 121-190
Korea

Phone and fax remain unchanged
Tel: +82-2-325-7300
Fax: +82-2-325-8475

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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WWW.IDGWORLDUPDATE.COM

Czech Computerworld's first decade witness to great change

It was a Thursday evening in May 1990, six months after the collapse of communism in what was still then Czechoslovakia, when a small group of IT enthusiasts armed with an IDG license and big plans, sat down to map out the very first issue of *Computerworld Czechoslovakia*. That marathon editorial meeting, held in a rather inconspicuous and rundown building in the country's capital city of Prague, extended through Saturday morning when, weary but energized, the group emerged with a game plan in place. One week later, on May 18, *Computerworld Czechoslovakia* hit the streets.

Members of Czech Computerworld staff in a rare moment of repose (front row): **Zuzana Peskova**, advertisement department. Second row: **Martin Fatun**, deputy editor-in-chief; **Petr Mandik**, senior editor; **Jitka Vyhlidkova**, advertising department manager; **Martina Kramosilova**, secretary. Third row: **Jaroslav Hrouda**, managing editor; **Jarmila Frejtichova**, editor; **Ruzena Holikova**, technical editor; **Petr Velecky**, editor; **Pavel Houser**, senior editor. Fourth row: **Viktor Hollmann**, senior editor; **Eva Tricatnikova**, project services department; **Jan Vladyka**, language corrector; **Karel Taschner**, editor-in-chief; **Radek Marsik**, senior editor.

And today, 10 years later, it remains the only IT weekly serving the Czech and Slovakian markets. From its rather modest beginnings as a 16-page black-and-white fortnightly, the publication has blossomed into a full-color weekly with a print run of 23,000 and a staff of almost 20. Along the way, the company, which now occupies more spacious quarters in a modern Prague office building, has launched *PC World*, now in its ninth year; *GameStar*, beginning its second year; published numerous supplements and special issues tied to various local events, exhibitions and fairs; created four popular Web sites; produced its first book under license to IDG Books; and is

continued on page 2

IDG Conference Management now IDG Executive Forums

New name reflects unit's expansion beyond conference-only offerings

What's in a name? Everything.

Founded in 1997, IDG Conference Management Co. last month officially changed its name to IDG Executive Forums in order to better reflect what it offers its executive audience: the Agenda, Demo and Vortex conferences and plans to introduce several additional information resources through online and print vehicles.

IDG EXECUTIVE FORUMS

"The genesis of our business was conferences, but the pace of the industry has changed and the needs of our customers have changed," said **Lia Lorenzano**, Forums president. "Our decision to shift our business focus from a conference company to an information resource company was driven by the needs of our customers, and our desire to further support the communities we have already established around each of our conference brands."

"We're in the business of connecting executives in the technology industry with the people and resources they need to be successful and grow the marketplace," said Forums Marketing Director **Jennifer Pesiri**.

Each IDG Executive Forum product line focuses on a separate market segment. Vortex is centered on the business issues arising from the convergence of the Internet, telephone and television networking technologies and looks to shape the new community leading this convergence. The invitation-only event

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Pat McGovern, offspring, featured in *Forbes* cover story

ANNUAL INVESTMENT GUIDE
Forbes
RICH...
BUT NOT SPOILED
HOW TO RAISE YOUR KID IN AN AGE OF WEALTH
PLUS
TAX-SMART INVESTING
NEW OPTION STRATEGIES
PROFITABLE REIT GAMBITS
CRAIG McCAW
His Plan To Short-Circuit AT&T

The McGoverns -- father and son -- are featured on the cover of Forbes' June 12 issue.

The smiling faces staring from the front of the June 12 issue of *Forbes* magazine are none other than IDG Chairman **Pat McGovern** and his decidedly unspoiled son, Patrick McGovern III. One of several families featured in the cover story, "Rich But Not Spoiled…How to raise your kids in an age of wealth," the elder McGovern's parenting techniques appear to bear a striking similarity to the management style he has employed with such success during the past 36 years.

"His style is basically to cheer you on, and you make your own success," explains McGovern's son, who at 34, is two years younger than IDG.

IDG managers may also find parallels in this anecdote appearing under the subhead, "Don't Coddle." "While some rich parents bail their children out of every jam, the families of hardworking kids don't. McGovern faced that choice when Patrick was 16. Dad bought the boy a moped in exchange for a summer stint in his office. But the moped was stolen the first day. Let the boy off the hook? No way. McGovern had him pedal a bike 20 miles each way to work all summer. 'I was in darned good shape,' " recalls Patrick, Jr.

The first day the issue hit the newsstand, IDG Corporate Communications Manager **Sarah Hansen** tried to buy extra copies at the stand near the Boston office, but it had completely sold out — not surprising considering who's on the cover! Employees wishing to receive a reprint of the article may contact Hansen at sarah_hansen@idg.com. WU

IDG Czech

continued from page 1

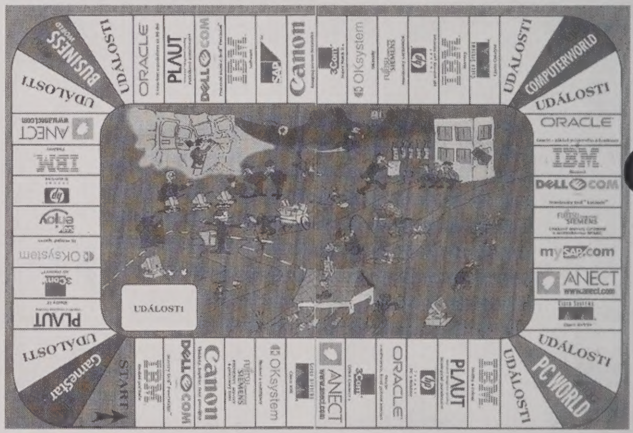
in its sixth year of organizing an annual volleyball tournament that has attained a "must-play" status among the most important IT companies in the Czech Republic.

Beginning last October, *Computerworld* began publishing a regular monthly supplement called *Business World* that targets high-level IT managers and may one day be spun out as a stand-alone *CIO*-type publication, according to **Ivan Novotny**, general manager of IDG Czech for the past three years.

In celebration of its 10th anniversary, the staff prepared a special issue detailing many of the industry's – and the publication's – milestones. Customers were very much on display in the issue both in the form of a two-page spread of testamonials to the publication accompanied by full-color photos of the individuals quoted as well as in an innovative board game running across the center spread. Clients were invited to purchase spots depicting their logos on the four-color gameboard while rules and game pieces were printed on separate pages in the issue.

The inspiration of **Jitka Vyhlidkova**, manager of the advertising department at IDG Czech, the game was a big hit with customers, some of whom were able to participate in the anniversary issue despite having very restricted ad budgets for the period. "We sold the spaces for far less than ordinary advertisements," noted **Bohdan Tetiva**, marketing director. "Even so, owing to the large number of spaces on the gameboard, we were able to make a profit on the project."

Computerworld's 10th anniversary issue also sported an updated look – bright white paper, new banner and page design – aimed at capturing readers' attention, as well as a new editorial focus aimed at providing added value for readers. "In the age of Internet news services, newspapers that merely report the news are feeling the squeeze," said Tetiva. "So we have added more commentary, trend pieces and opinions. This is a real step forward for *Computerworld* – from a traditional IT newspaper to a publication with more of a professional voice."



This unique advertising vehicle disguised as a board game allowed many of Czech Computerworld's customers to participate in this special 10th anniversary issue without making a big dent in their ad budgets.

"There is no doubt that the first 10 years of the existence of *Computerworld* in this country are closely aligned with the first 10 years of the IT industry in the Czech Republic," said **Martin Fatun**, deputy editor-in-chief. "IT and the Internet represent very important contributions to the development of democracy and the growing prosperity in Central and Eastern Europe. These first 10 years are just the beginning of the long journey, but we have made a successful beginning, and we are proud that by publishing *Computerworld* we have contributed to this development in a rather significant way." WU

executive Q and A

Lia Lorenzano

The president of IDG Executive Forums is this week's columnist.

"We don't take responsibility for creating the future of the technology marketplace; what we do is create platforms that stimulate a specific community centered around a market segment or technology segment. We are a catalyst to high- level thought, conversation, information-sharing and strategic networking opportunities between executives that are charting the future of the industry."

Q Provide a brief history of IDG Executive Forums' formation. From whence and when did it arise and how has it evolved?

A The short story is that our company spun out from *InfoWorld* just over two years ago. At the time, we were *InfoWorld*'s Editorial Events group, however our products didn't support the editorial voice nor the readership of the publication. Our spin out was inevitable, as we primarily produced *industry* events and having an independent voice was important to the editorial integrity of our conference programs. Upon spinning out to become the IDG Conference Management Co., we also began to explore a new line of business activity. We had just secured a four-year contract to produce Netscape's Developer Conferences and were seeking additional contracts. Over the next two years, we produced several events for companies such as Real Networks, News Corporation, Macromedia and served a number of internal IDG clients.

Over time we found that the fee-for-service business was not only risky, but not well-suited to co-exist with our own executive conferences. As we looked closely at our business we realized that by focusing on our core business activity, customers were getting a better set of products and services, we were more efficient as an organization, and the bottom line is, we could be more profitable. With that analysis, we made the strategic decision to cease our service operation and focus our business more tightly around the needs of executives in the technology industry. The change in our business focus also resulted in the need to change our corporate identity, and IDG Executive Forums was officially born.

Q How have the purpose and the goals of IDG Executive Forums evolved?

A The goals and purpose of our business unit have been refined, as we are dedicated to providing executives in the technology industry with access to the people, information and knowledge they need to succeed in the world's fastest-paced industry: high technology. We don't take responsibility for *creating* the future of the technology marketplace; what we do is create *platforms* that stimulate a specific community centered around a market segment or technology segment. We are a catalyst to high-level thought, conversation, information-sharing and strategic networking opportunities between executives who are charting the future of the industry.

Q How is IDG Executive Forums different from IDG World Expo?

A At one time, I think it's fair to say that we were on either end of the same spectrum. IDG World Expo produced extremely successful, large-scale, trade shows (serving tens of thousands of customers) and we focused on intimate forums, or conferences (serving fewer than 1,000 customers). Today, the comparison is less likely. IDG World Expo oversees and champions the development of events for cutting-edge technologies and markets, creating trade shows and expositions. With IDG Executive Forums' renewed emphasis on content, conferences are still a large part of our product offering, but our objective is to determine the best way to deliver information directly to our executive audiences. The vehicle may be a newsletter, an online resource, a roundtable discussion or an executive conference.

Q How many employees does IDG Executive Forums have, and do you plan to grow?

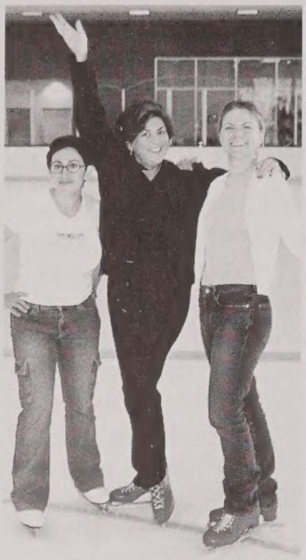
A IDG Executive Forums currently has 26 employees. The change in our business strategy warranted changes to our organizational structure, and we have moved from a "brand-centric" organization to a more traditional "functional" organizational structure. In the process we developed an Editorial Department responsible for all print and online content and conference programming. Most of our growth in the coming months will be in rounding out the editorial team, and beyond that, additional staffing will be associated with the development of new products.

Q What are your new product plans?

A We see new product growth coming from three main areas: first by exploring the demand for products or services associated with our current conference products — again seeking ways to support our existing customer communities. Second, we are expanding our existing products to new customer sets and geographical markets. This is demonstrated by our recent announcement of Vortex Europe — which will take place from Oct. 31 to Nov. 3 in Monte Carlo. Finally, we have several new products in development that will be introduced later this year and into the coming fiscal year.

Lia Lorenzano may be reached at lia@idgexecforums.com.

IDG Books stages coast-to-coast 10th birthday party



Foster City ice stars: (l-r) ***Rita Ganem****, public relations assistant;* ***Andrea Burnett****, director of public relations/ Technical;* ***Hillary Walsh****, events coordinator.*

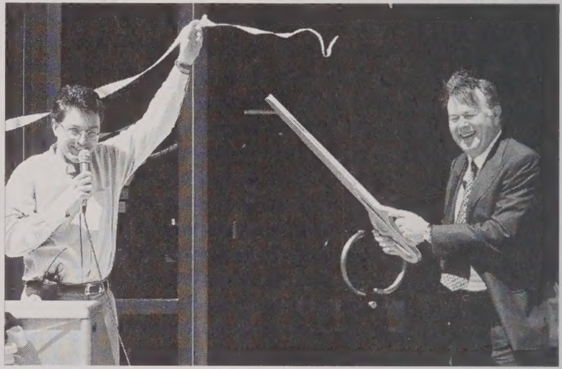
They bowled, they cut ribbons, they ice skated. IDG Books turned 10 last month with celebrations across the U.S.

Nearly 200 employees from IDG Books' Foster City, Calif., division gathered for a town meeting headlined by Chairman and CEO **John Kilcullen** and new company President and COO **Bill Barry**. Barry congratulated them on their significant accomplishments and successes and how well the company has continued that success by building on its own vision of knowledge content by combining books, Web sites and newsletters. Following a lunch, the entire division shot pool and went ice skating – with no casualities.

Nearly a week later, Kilcullen and Barry were on hand for a similar town meeting for the nearly 300 employees in the Indianapolis division. Combined with their town meeting was a ribbon-cutting ceremony for the office's new 140,000 square-foot building in nearby Fishers, Ind. (See *IDG World Update*, March 29, 1999.) Also on hand were IDG President and CEO **Kelly Conlin** and IDG Chairman **Pat McGovern**, who addressed the group, as did IDG Books Product Development Director **Mary Bednarek**, who, along with Kilcullen, has been with IDG Books since 1990. The staff was then treated to a carnival and barbecue buffet.

At right: Foster City, Calif., pool sharks: ***Jean Cooley****, receptionist;* ***Joe Shines****, production coordinator;* ***Victor Varela****, page layout;* ***Tom Debolski****, production supervisor;* ***Kip Thomsen****, design specialist;* ***Kurt Krames****, design supervisor;* ***Mike Lewis****, page layout;* ***Rich Dagal****, Mac specialist;* ***Doug Haack****, marketing materials specialist;* ***Ramses Ramirez****, page layout;* ***Joanne Vuong****, design associate.*

A third town meeting was held for the more than 100 New York City employees the following week. The newest of IDG Books' offices, it encompasses the Macmillan General Reference group, which was acquired last year, and the lifestyle editorial group. After the meeting, employees were bused to New York's Greenwich Village for "retro bowling," which sports 1960s décor and food and day-glo pins and lanes in a darkened bowling alley. (Again, no casualties.)



John Kilcullen *and* ***Pat McGovern*** *officially open the new IDG Books building located just outside of Indianapolis.*

New York City retro bowlers (l-r): ***Jim O'Farrell****,* ***Elliot Ehrlich****,* ***Roland Elgey****,* ***Roxanne Calderon****,* ***Mena Aguirre*** *and* ***Brenda Blat****.*

A decade of milestones for IDG Books

1990
IDG Books Worldwide established in San Mateo, Calif.

1991
Publishes *DOS For Dummies*, the first *...For Dummies* title. *Secrets* series launched.

1992
Releases *Simplified* series, the first line of its *3-D Visual* brand.

1994
Publishes *Personal Finance For Dummies*, its first non-technology title. *Bible* series launched.

1995
Novell Press series debuts, as well as *Teach Yourself... VISUALLY*, the second line of the 3-D Visual brand.

1997
MIS: Press and M&T Books technology brands acquired.

1998
- Buys 49% of CDG Books, a leading Canadian consumer book publisher.
- CliffsNotes study guides acquired.
- IDG Books spun off from IDG as a publicly traded company, listed on Nasdaq as IDGB.

1999
- IDG Books shipped a record 33 million books.
- Active book titles rose from 700 to more than 4,000.
- There are 75 million *...For Dummies* books in 15 categories in print, including translations in more than 38 languages, plus 12 e-newsletters with 900,000 subscribers at www.dummiesdaily.com.

IDG

Week of June 5, 2000

Ad Sales Assistant (CIO)

CIO is looking for a high energy individual to provide sales support to the Northfield, IL sales office. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's. Ideal candidates will have a customer service orientation, strong writing skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 1-3 years business experience. *Location: Northfield IL*
Contact: J..Snow, Fax: 508-935-4600, Phone: 508-935-4631, Email: jennifer_snow@idg.com

Ad Sales Assistant (CIO)

CIO is looking for a high energy individual to provide sales support to the Framingham, MA sales team. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's. Ideal candidates will have a customer service orientation, strong writing skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 1-3 years business experience.
Location: Framingham MA
Contact: J. Snow, Fax: 508-935-4600, Phone: 508-935-4631, Email: jobs@idc.com

Administrative Assistant (CIO)

CIO's editorial department is seeking an administrative assistant. This position requires a person with a can-do attitude, an eye for detail, an excellent telephone manner and customer relations skills. This person will help with daily operations and special projects associated with a busy editorial department. Must be able to work well alone and with other people.
Location: Framingham MA
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Field Marketing Executive (CW)

Computerworld is seeking a Field Marketing Executive to own "B" and "C" level accounts, work with two Account Directors on "A" level accounts, pursue assigned advertising sales opportunities and prospecting territories, use solutions-selling techniques to create powerful sales and marketing strategies, and grow existing business from Computerworld customers. Heavy current emphasis on print advertising, but requires the selling of multiple Computerworld products (print, online, research, custom publishing, events, book deals, etc.) to customers and their advertising agencies. Will also participate on the Field Marketing team to develop powerful sales tools for the national sales team. Advertising sales experience is required, preferably in the IT industry. Contacts in the computer industry a plus. Knowledge of technology, Internet Commerce and Telecommunications is also desired. Requires excellent verbal and written communication, superior organizational skills, and strong self-motivation skills. Closing skills and collaborative, creative problem-solving teamwork are also a large part of the job. A minimum of 3-5 years of experience in customer-focused sales environment and a bachelor's degree or equivalent work experience are required. *Location: Chicago, IL*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: mary_scanlon@cw.com

District Sales Manager (FCW)

Federal Computer Week seeks experienced (3-5 years) ad sales professionals for various territories, including Midwest, New York, New England/South East, and Mid-Atlantic (MD/DC/VA). This position will handle major accounts and develop prospects. The ideal candidate will have experience in print sales and knowledge of the IT industry. Great growth potential for an energetic self-starter. *Location: Falls Church VA; Mid-Atlantic; Midwest; New England; New York NY*
Contact: C. Vrabel, Fax: 703-876-5089, Phone: 703-876-5057, Email: cvrabel@fcw.com

Facilities Manager (IDC)

Day to day responsibility for the operation of the IDC facility in Mountain View, CA. This position is responsible for working with the property management company and all facility related vendors and contractors. Establish routine procedures and maintain them for copy services, mail delivery, reception, purchasing and general facilities. Maintain close communication with Manager of General Services in Massachusetts. Supervise one full-time and one part-time employee.
Location: Mountain View CA
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Intern, Digital Cameras & Scanners (IDC)

IDC is currently seeking an Intern for Digital Cameras and Sanners group. The individual in this position will be responsible for collecting data from vendors and writing results. Candidates must have excellent research, writing, and interviewing skills. *Location: Framingham MA*
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Intern, Software Research (IDC)

IDC's Software Research Group is looking for an intern to perform the duties of the Marketing Coordinator. These duties include: helping with creating collateral pieces such as fact sheets/sales tools for FY01; list generation and coordination; market research / contact research on some key prospect lists; tracking new research which may need promotions; and web conference registration. *Location: Framingham MA*
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

HR Marketing Specialist (IDC)

The IDC Human Resources department is looking for an event/marketing specialist who will handle all of the IDC HR related events and marketing. This person will need drive and the ability to organize large events and get the employee population involved. This role would include the management and logistics of IDC's Summer and Holiday parties, various recruiting events such as Open Houses and Career Days as well as help with regional office events. This position will coordinate quarterly meetings of the IDC Event/Charity committee as well as manage events like the SMOC holiday charity drive, massage days, blood drives, employee survey socials as well as monthly employee events. This position will be responsible for the People and Education site on the Inside IDC website. This will include content design and creation and overall maintenance of the site. This person will create and produce HR marketing collateral which is reflective of the IDC brand and values. They will work closely with the Manager of Recruitment and our Ad agency to develop a comprehensive recruitment advertising campaign which can include radio, paper and on-line. To qualify you must have be fun, dynamic and creative with at least 3-5 years of marketing and event planning, strong written and verbal communication skills as well as the ability to organize multiple projects. Candidates must have strong marketing communications, desktop design and writing background. Prior HR experience is a plus. *Location: Framingham MA*
Contact: D. Bernardi, Fax: 508-935-4432, Phone: 508-935-4361, Email: idc_jobs@idc.com

Associate Research Analyst, Software (IDC)

The IDC Software Research Group seeks an Associate Research Analyst to work on the Services Supply Chain Vertical Applications Program (including the red-hot market for professional-services automation applications), and work across the Enterprise Applications department in support of supply-side database development and all levels of qualitative supply-side research. Responsibilities will include conducting secondary research; writing research deliverables; building relationships with clients, prospects and vendors; responding to client inquiries; supporting custom consulting projects; and contributing to future development and growth of the program through activities in the areas of sales and research planning. The successful candidate will have frequent contact with the press, and application-industry marketing executives. Qualified individuals will have very strong writing, analytical and quantitative skills as well as the ability to demonstrate initiative and balance multiple roles simultaneously. Excellent client relationship and presentation skills are also required. Knowledge of application technology issues and suppliers, and one year of experience in market research (with vendor or research firm) required. Master's degree in a professional field such as business or international affairs is a major plus. *Location: Framingham MA*
Contact: D. Siegel, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Client Service & Fulfillment Specialist (IDC)

Building on IDC's philosophy of insight, integrity and service, we are seeking a client service and fulfillment specialist to assist with important customer-related initiatives. This individual will be the first point of contact for marketing and public relations consultants researching appropriate IDC analysts for vendor briefings. They will also be the primary contact for requests to use IDC data and/or quotes in external documents. This involves researching data accuracy and working with both customer and the appropriate IDC analysts/vice presidents to secure the necessary approvals. Other key responsibilities include managing IDC's popular weekly customer telebriefings, maintaining the weekly schedule and soliciting analyst participation. The successful candidate for this position will become knowledgeable on IDC's research products and analysts' areas of expertise so they can quickly and efficiently assist customers and consultants. The ideal candidate should have a bachelor's degree and 1-3 years of professional/internship experience; demonstrated customer service skills; excellent oral and written communication skills; the ability to work as a team player; and the ability to manage multiple tasks/projects simultaneously. *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Program Director, Consumer Devices (IDC)
Manage staff, P&L, research content and schedule, product sales, product development and industry visibility for IDC's fast-growing practice in consumer devices that serves a global client base. This practice covers the information/internet appliance, gaming, home networking digital audio, DVD, digital video recorder, net automotive and smart appliance markets. Key activities include authoring research publications and reports; creating market forecast and analysis, meeting with vendors to review products, markets, and strategies; conducting external communications to press, IDC clients and via industry forums and events. Position will also create and execute a group research plan (including quantitative, qualitative and primary research) and contribute to client inquiries. Additional responsibilities include staff management and development, creating sales opportunities with prospective clients, and coordinating development of new products. The director will also facilitate the global expansion of IDC's consumer device research by working with our network of research offices and analysts. *Location: Mountain View CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Programmer Analyst (IDC)
IDC's Software Research Group is looking for a computer science professional to support market research efforts through the development of Internet infrastructure and applications. The focus of this position will include the development, implementation, and maintenance of internal applications for use by IDC analysts and external applications for use by IDC customers. Experience in many key areas of application development required: including relational database technology, scripting languages, Java, HTML, and web site design. A degree or advanced degree in computer science required. 3-5 years in application development requested or the equivalent in related course work. *Location: Framingham MA*
Contact: D. Siegel, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Research Manager, Internet Security (IDC)
The Worldwide Software Research Group seeks a motivated Senior Research Analyst to grow the Internet Security Program. Responsibilities will include conducting primary and secondary research; writing research deliverables; building relationships with clients, prospects and vendors; responding to client inquiries; supporting and managing custom consulting projects; managing the program P&L; and contributing to future development and growth of the program through activities in the areas of sales and research planning. This is a high-profile position in which the successful candidate will have frequent contact with the press, Wall Street firms and senior industry software executives. Qualified individuals will have very strong writing, analytical and quantitative skills as well as the ability to demonstrate initiative and balance multiple roles simultaneously. Good to excellent client relationship and presentation skills are also required. Knowledge of security issues such as Public Key Infrastructure , Certificate Authority , or Intrusion Detection Systems is preferred. *Location: Framingham MA*
Contact: D. Siegel, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Inside Sales Representative (IDC)
This is an entry level sales position that requires 1 to 5 years sales and/or telemarketing experience or 5 to 10 years related technology experience. Strong familiarity with the computer industry a must. Position is part of a focused sales team effort and will require 6+ hours/day on the phone with client and prospects. Position reports to AVP, Software Sales. Position will be handling current client base and be responsible to renew and grow these accounts. Very Strong and assertive phone skills a must, as well as a good team player and attitude. Strong computer skills a plus. Besides annual sales meetings, no overnight travel associated with this job. *Location: Irvine CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Audience Development Coordinator (IDG.net)
The Audience Development coordinator will work closely with business development, product development, and marketing to increase IDG.net's site readership and newsletter subscription base. Responsibilities will include managing traffic for IDG.net newsletters; monitoring newsletter revenue forecasts and invoices for newsletter clients; acting as primary contact with newsletter delivery vendor; overseeing search engine optimization; and managing content submissions to search engines. Qualified candidates will have 1+ years experience in online media, advertising or direct-marketing environments; excellent communication skills; and ability to understand and convey technical concepts as well as an aptitude for creative problem solving. Basic understanding of HTML preferred, while thorough knowledge of MS Excel, Word and PowerPoint are required.
Location: San Francisco CA
Contact: S. Huseby, Fax: 415-267-4558, Phone: 415-267-4517, Email: springer_huseby@idg.net

Copywriter (IDG/B)
The Copywriter writes marketing copy to support the technical book publishing programs at IDG Books. Projects include book cover copy, catalog copy, Web copy, advertising copy, and copy for collateral materials. The ideal candidate has at least one year of writing experience and should have some technical background, such as computer journalism, marcom experience at a tech firm, or technical writing. Ability to write clear and convincing copy, juggle projects and priorities, and work collaboratively with other departments is a must. Must be willing to complete a copy test.
Location: Foster City CA; Indianapolis IN
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Online Audience Development Manager (IDG.net)

The Online Audience Development Manager will be responsible for building the readership and subscription base for both IDG.net and the IDG.net newsletters. Responsibilities also include coordinating all traffic-generating campaigns, tracking and analyzing newsletter subscription growth and site visits in addition to managing existing content partnerships. Qualified candidates will have 2 years of experience in online media, advertising or direct-marketing environments, a Bachelors degree, and strong statistical, analytical, writing and presentation skills. Thorough knowledge of Excel is necessary, and familiarity with interactive advertisement business, online advertising technologies and advertisement serving is preferable.
Location: San Francisco CA
Contact: S. Huseby, Fax: 415-267-4558, Phone: 415-267-4517, Email: springer_huseby@idg.net

Design Specialist (IDG/B)

IDG Books is seeking a creative, multi-faceted graphic designer needed for marketing projects including POP, advertising, catalogs, sell sheets, and other promotional items. Must be very fluent in Quark, Photoshop and Illustrator, and experienced with print production and branding; Web design a plus. Should be a responsible self-starter and team player, comfortable in a fast-paced environment. *Location: New York NY*
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Help Desk Administrator (IDG/CMC)

IDG Executive Forums is seeking a Help Desk Administrator to provide employee support for system and user problems. This individual will be responsible for the installation, maintenance, and upgrade of computer hardware and software for the company. Additional responsibility includes: Training personnel on system usage, Configuring systems and network per project/user requirements, User account maintenance, performance of Backups, Printer setups, Implementation of disaster recovery policies and procedures, Lotus Notes/Domino client support and Remote access user support. The ideal candidate will have at least two year client response or equivalent experience, 3 years Windows 95/98 experience, 3 years MacOS experience, experience as a Lotus Notes Client and a basic understanding of Filemaker. Must be available to work after hours and weekends and have a proven ability to: plan and maintain mixed platform networked computing environment; work with demanding users and meet service demands; manage diverse workload and prioritize tasks and user requests; acquire new knowledge and support new hardware/software quickly. The winning candidate will have excellent oral and written communication skills as applicable to a non technical environment, be a team player and have good organizational skills coupled with reliability, flexibility and desire to work closely with the user community and clients of IDG Executive Forums.
Location: San Mateo CA
Contact: T. Whitehair, Fax: 650-312-0547, Phone: , Email: teri_whitehair@idgconferences.com

Application Developer (IDG/CSG)

IDG's Corporate IS department offers an exciting opportunity in a fun, fast-paced environment. If you are a dependable, motivated individual and you enjoy working with new technology this position may be for you. The Application Developer is responsible for developing and maintaining financial systems as well as working on varied and challenging projects including the implementation of a Client/Server billing system. We're looking for someone with 1-2 years experience or a recent graduate with a background in business or information systems and a strong interest in programming. Excellent problem solving and decision making skills are required and solid communication skills are a must. The ideal candidate will have an understanding of basic accounting principles (AR, AP, GL, fixed assets, billing) and experience with the following tools: Visual Basic, GUI Design/Programming, Object Oriented Design/Programming, Web Design/Programming , MicroSoft SQL Server, Client/Server (NT). *Location: Framingham MA*
Contact: J. Lynch, Fax: 508-935-4600, Phone: 508-935-4041, Email: julie_lynch@idg.com

Regional Sales Manager (ITCareers)

ITCareers, IDG's recruitment solution for the Information Technology community, is seeking a Regional Manager to join the eastern sales team. Responsibilities include selling recruitment advertising in InfoWorld, Computerworld, NetworkWorld and CIO Magazine, as well as ITCareers.com. Must be a talented sales professional with 3-5 years proven experience in an ad agency, sales, publishing or media environment. Qualified candidates must be highly organized, detail orientated, self starting with a strong customer service approach. Ability to manage multiple tasks simultaneously and work well under deadlines in a fast paced work environment. Must have working knowledge of basic computer software.
Location: San Mateo CA
Contact: E. Meyer, Fax: 212-836-4318, Phone: N/A, Email: elizabeth_meyer@itcareers.net

IDG Executive Forums

continued from page 1

is for very high-level industry executives, government policy makers, securities analysts and press. This year's event was produced by IDG Vice President/Technology **Bob Metcalfe** and *Network World* Executive VP and Editorial Director **John Gallant** and ran from May 23-26 in Laguna Niguel, Calif.

As part of its expansion, IDG Executive Forums launched the Vortex.Net Web site (www.vortex.net) in partnership with IDG.net at last month's Vortex conference. Taglined "the online news, commentary and community dedicated to Internet, telephone and television network convergence," the site offers daily news updates gathered from IDG sources, as well as from Lightreading.com and others. Members can also subscribe to a weekly electronic newsletter offering convergence-related stories and analysis.

Seated (L to R): **Ron Volkmar**, executive account manager; **Steven McCall**, Webmaster; **Kim Worden**, designer; **David Brooks**, customer service specialist; **Jennifer Pesiri**, marketing director; **Bob Ainsworth**, VP finance; **Kin Seto**, director, business development. Second row: **Teri Whitehair**, executive assistant; **Leona Ching**, business manager; **Lia Lorenzano**, president; **Rebecca Schuett**, director of sales; **Anna Aquino**, registration manager, **Corinne Lipman**, senior conference coordinator; **Gitte Adams**, sales coordinator. Third row: **Jennifer Spangler**, marketing communications manager; **Amanda Widdoes**; conference coordinator; **Karen Daitch**, conference coordinator; **Lavayne Harris**, registration manager; **Lauren Whittle**, customer service manager; **Jeni Gilleran**, conference coordinator. Back: **Jim Forbes**, senior analyst, Demo; **Chris Shipley**, VP editorial; **Karyn Williams**, managing director, conference programs. Not pictured: **Kathy Jones**, editorial assistant and **Bob Bruce**, operations director.

Founded in 1987, Agenda is an annual conference at which senior computer industry executives meet with entrepreneurs, venture capitalists, investment analysts, and government policy makers to discuss the industry's agenda for the following year.

Attendance at Agenda is by invitation only, and is capped at approximately 400 attendees. Bob Metcalfe will be the executive producer of Agenda 2001 Oct. 14-18.

The annual Demo and DemoMobile conferences focus on emerging technologies and new products – with DemoMobile focusing on the mobile or pervasive computing market – and are chosen by Forums Producers **Chris Shipley** and **Jim Forbes**. Executives from the leading hardware and software firms, venture capitalists, and industry analysts and journalists attend these conferences to preview the coming year's most promising products. The conferences are invitation-only to the product demonstrators but open to the industry. Demo is held in each February, features approximately 80 new companies, products and technologies and is capped at just under 1,000 attendees. This year's DemoMobile 2000 will be held Sept. 6-9.

IDG Executive Forums also produces the monthly print *DemoLetter* newsletter and the electronic DemoLetter Weekly Edition to support the Demo community, an audience of venture capitalists, entrepreneurs and technology firms that want to stay current with emerging products.

For more information contact Jennifer Pesiri at jenniferp@idgexecforums.com or 650-525-3486, or go to www.idgexecforums.com.

- In the fall, IDGB introduced 16 titles in its new CliffsNotes lifestyle series; the CliffsComplete series of Shakespeare, offering the play and analyses; and the free e-newsletter service, CliffsNote-A-Day.
- IDGB completed the $83 million, 3,000-title acquisition of Pearson Publishing's Macmillan General Reference Group, which includes Frommer's travel guides, Betty Crocker cookbooks, Howell Book House pet books, Weight Watchers lifestyle and cookbooks, Webster's New World dictionaries and the Unofficial Guides series, as well as frommers.com
- More than 650 people work for IDGB.
- Net revenue for fiscal year ended Sept. 30,1999, increased $38.3 million to $179.8 million from $141.5 million the previous fiscal year; common stock market price in 1999 saw a high of $20.50 per share, up from a $17 high in the first quarter.

2000

IDG Books last month expanded its international joint venture network with an agreement to launch IDG Books India Pvt. Ltd.

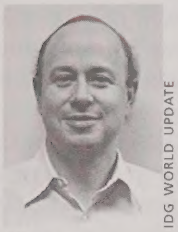
IDG Books online and in Indy

For more information, go to:
www.idgbooks.com
www.dummies.com
www.cliffsnotes.com
www.frommers.com

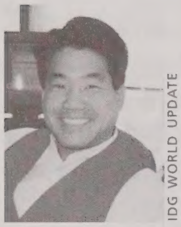
IDG Books Technology Publishing Group's
new address:
10475 Crosspoint Blvd.
Indianapolis, Ind. 46256

Tel: 317-572-3000

noteworthy people


IDG WORLD UPDATE

Effron


IDG WORLD UPDATE

Lee

IDG WORLD UPDATE

Tonner

Huie

Wells

Promotions

Morris Effron, IS director for IDG International Publishing Services (IPS) in Boston since 1996, has been named vice president of IS. "This new title acknowledges the crucial roles of both Mo and Information Services in the growth and success of IPS," said IPS President **David Hill**. "Mo's contributions as a member of the management team extend far beyond just his expertise in IS, however, and this promotion reflects his importance to the continuing success of IPS."

PC World Test Center Coordinator **Matt Halloran** has been promoted to Test Center technician. "Matt has done an outstanding job as coordinator in the Test Center warehouse," said **Jeff Kuta**, senior performance analyst. "For the past several months he has spent part of his time testing systems and printers for our Top 100 reviews and has shown a strong aptitude for technical detail."

PC World's **Susan Green** has been promoted from regional manager, West, to Southwest Advertising Director. "During Susan's tenure she has shown an incredible work ethic and a tremendous willingness to share her expertise with newer members of the sales team," said *PCW* Publisher **Bob Ostrow**. "As we solidify *PC World*'s position in the market and make PC World.com a first-class product, we'll rely on Susan's leadership to take the Southwest region to new heights."

GamePro National Advertising Sales Director **Craig Lee** is now vice president/associate publisher of the magazine and will be responsible for overseeing the *GamePro* brand and further enhancing the sales team's efforts. **Simon Tonner**, previously director of marketing, has been promoted to national advertising sales director and will be responsible for the day-to-day operations and management of the *GamePro* sales team. "These exciting new promotions of seasoned sales and marketing experts will further enhance the top-level service, industry knowledge, and unique promotional opportunities that the powerful *GamePro* brand is known for," said **John Rousseau**, president and CEO of IDG Games Media Group and publisher of *GamePro* magazine. "Our enhanced management team further aligns our strategic goals and places us on the right track to repeat another year of record growth at *GamePro*."

New employees

Bonnie Huie has been hired by Macworld L.L.C. as an editorial assistant. She was previously a proofreader with Merrill Corp. and earned a B.A. in English and East Asian Studies from Oberlin College in Oberlin, Ohio. She enjoys "cleaning, poetry and eating chicken."

Previously publication services manager for *Sunset* magazine, **Jennifer Scholl** is *Macworld's* new managing editor. She holds a B.A. in English from the University of California/Riverside and likes to mountain bike.

Assistant Editor **Adrienne Robillard** comes to Mac Publishing L.L.C. from Mills College in Oakland, Calif., where she was a graduate assistant. She also earned an M.F.A. in English/Fiction from Mills. Away from her desk, she plays the guitar and enjoys reading fiction

Jase Wells left his post as principal content editor at Beyond.com to become senior software engineer for *The Industry Standard*. He earned a B.S. in computer science from California State University at Hayward and is a devoted collector of Legos and anything related to Army of Lovers (a Swedish music group) and V (the sci-fi miniseries from the '80s). Jase ran (most of the way) the 12-kilometer (7.5 mile) Bay to Breakers race in San Francisco for the first time last month.

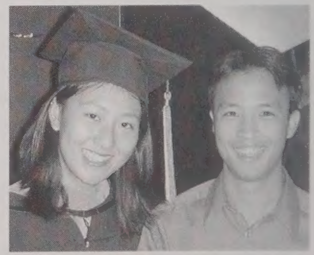
The Industry Standard has hired **Paxton Madison** as a marketing coordinator. A recent marketing and international business graduate of the University of Virginia's McIntire School of Commerce, he enjoys rock climbing and skateboarding.

ITworld.com in Southborough, Mass., has hired **Cheryl Rocheleau** as senior product marketing manager. She previously worked for the Object Management Group as a vice president of marketing and holds a B.A. in English with minors in communications and fine arts from Fairfield University in Fairfield, Conn. She enjoys water sports such as scuba diving, water skiing and kayaking as well as camping, cooking and gardening.

Andrea Harney joins *CIO* as a fulfillment services coordinator. A recent graduate of Framingham State College with a degree in fine arts with a concentration in painting and a minor in English. She also studied video at the Massachusetts College of Art where she created a documentary on perceptions. "I filmed my family and used interviews, old photos and super-8 footage to put together a documentary of how we perceive one another as individuals and family members," she said.

Previously a route operations coordinator with Belmont Springs Water Co., **Christine Simpson** is now IDG List Services' administrative coordinator. Away from her desk, she enjoys woodworking, sewing and cooking.

Et cetera



Hannah Hu, *a research assistant at IDG Global Solutions in San Francisco, recently received her M.B.A. with a concentration in marketing from San Francisco State University. IGS Manager of International Marketing and Research* ***Ekapat Chareonlarp*** *joined the post-graduation celebration.*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20

Matt Smith *Computerworld*
Marilena Goncalves Maia *IDG Brazil*

18

Arline Clements *IDC*

17

Michelle Reyes *PC World*

16

Mitch Hayes *Computerworld*

14

Bob Ostrow *PC World*
John Robison *IDG*

13

Gary Anthes *Computerworld*
Norman Noble *PC World*
Frank Hahn *IDG Germany*
Eileen Lobaugh *CIO*

12

Vicki Peilen *PC World*
Paul King *PC World*
Rebeca Liss *IDC*
Alan Farias *IDC*
Jose P. Martinez *IDG Brazil*

11

Meg Rogers *IDG New Zealand*

10

Bea Horváth *IDG Hungary*
Ica Rodriguez *IDG Hungary*
Henry Pham *PC World*
Mary Porter *IDC*

9

Marcia Ross *Computerworld*
Jeffrey Berlin *PC World*

8

Karen Mulligan *Laurentian Technomedia*

7

Paul Mason *IDC*

6

chael Lasky *PC World*
Susan Klawiter *PC World*
John Farrell *IDC*
Christopher Greene *IDC*
Maryann Thompson *The Industry Standard*
Jose Ralphe Manzoni, Jr. *IDG Brazil*

5

Lisa Radler *PC World*
Julian Weatherby *PC World*
Caryn Andruski *IDC*
Petra Kozichova *IDG Czech Republic*
Måns Klockar *IDG Sweden*

4

Ruy Mendes *IDC Brazil*
Steven Traynor *CIO*

3

Andrea Lengyel *IDG Hungary*
William Synder *PC World*
Vahe Habeshian *IDC*
Joseph Rigoli *IDC*
Irena Posledni *IDG Czech Republic*
Tomas Bucina *IDG Czech Republic*
Deborah Giattina *The Industry Standard*

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János Varga *IDG Hungary*
Cass Warneminde *IDG Australia*
Michael Gowan *PC World*
Timothy Moynihan *IDG.net*
Pamela Geisen *IDC*
Mary McPhillips *IDC*
Sophie Mayo *IDC*
Jill House *IDC*
Michelle Berube *IDC*
Jonas Holmgren *IDG Sweden*
Mikael Nermark *IDG Sweden*
Catarina Plank *IDG Sweden*
Hane Lee *The Industry Standard*
Anne O'Neil *The Industry Standard*
Polly Traylor *The Industry Standard*
Laura Carr *The Industry Standard*
Kyung-Ho Cha *IDC Korea*
Tim Clackett *IDG Global Solutions*
Julie Hanson *CIO*

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Malcom Burgess *IDG New Zealand*
Anita Cseresznye *IDG Hungary*
Bettina Eichel *PC World*
Patricia McMahon *PC World*
Mark Sikes *PC World*
Alan Stafford *PC World*
Kimberly Zetter *PC World*
Stephanie Tate *IDC*
Lillian Domina *IDC*
Scott Marsh *IDC*
Tommy Näsling *IDG Sweden*
Amanda Christianson *The Industry Standard*
Bevin Cummings *The Industry Standard*
Sue Ellen Wohlers *The Industry Standard*
Jane Goldman *The Industry Standard*
W.B. Peale *The Industry Standard*
Nicole Simon *The Industry Standard*
Linus Lai *IDC Malaysia*
Paulo Roberto Barbosa *IDG Brazil*
Melissa Sayon *IDG Brazil*
Sandra Pantarotto *IDG Brazil*
Claudia Regina de Araujo *IDG Brazil*
Sandra Lopes *IDG Brazil*
Luciano Frucht *IDG Brazil*
Lois Brennan *IDG Communications*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDC plans recruiting event in California

IDC
Analyze the Future

Got a friend who might be interested in a sales position with IDC? Tell them about the sales recruiting and networking event that IDC is hosting on June 21. The details:

IDC Sales Recruiting Event
Tied House Brewing Company
Wednesday, June 21
Mountain View, Calif.
4:30 p.m. to 7:30 p.m.

IDC's sales team is growing fast; last year the group expanded by 30%. IDC sales staff will be at the event to discuss specific opportunities available in Mountain View and Irvine, Calif., and other IDC U.S. offices.

IDG employees are encouraged to refer people to this event. If the referral results in a successful hire, the referring employee qualifies for the $1,000 employee referral bonus. People interested in attending the event should e-mail their resumes with the code OH-944 to idc_jobs@idc.com by June 16. IDC will contact interested attendees with more information about the event and available positions.

This is the first time IDC has hosted a recruitment event in a casual, after-work environment rather than at a formal job fair or at open house. There will be radio ads in San Jose and San Francisco as well as major online job boards.

For more information, contact Manager of Recruitment Eleanor Storch at estorch@idc.com or 508-935-4649. Job postings may be viewed at www.idc.com; see "Careers@IDC."

celebrating 10!

Name
Irmgard Meyer

Home
Munich, Germany

Joined IDG
1989 as a receptionist at *Computerwoche*.

Career path since joining IDG
The first year I worked as a receptionist and later moved to the production department where I worked as a secretary. Four years later I moved to the marketing communications department where I still work as team assistant.

Most challenging part of your job
Project management. Trying to make sure we're on time when it comes to the various marketing activities planned, especially for the two major trade fairs, Systems and CeBIT.

Best part of your job
The team atmosphere I experience, working together with so many different types of people both within and outside of my department.

Best compliment you've ever received on your work?
The feeling of being wanted by other departments during an internal restructuring over the last four years.

Career highlight(s)
Practicing the little English I have with the main man Pat McGovern over dinner.

Latest accomplishment
A New Year's Eve garden party for neighbors and friends – not an easy accomplishment considering the temperatures we have in Munich in winter.

What's the most memorable thing that's ever happened to you at work?
During my first year at IDG I was about to close up the reception area one evening and had just finished sorting the petty cash when a colleague shouted "Fire!" Everybody from the editors to the fire brigade assembled in front of my desk in a pandemonium. Petty cash didn't balance later, but I did manage to get to know nearly all of IDG Germany within two hours. And no one was hurt.

What's kept you at IDG for 10 years?
The colleagues, the conditions and the coffee.

Best way someone could compliment you on your work?
When people show they can rely on me.

IDG Chairman ***Pat McGovern*** *presents Computerwoche's* ***Irmgard Meyer*** *with a bouquet prior to dinner at the Bogenhauser Hof in Munich in honor of her 10th anniversary with IDG Germany.*

Family
Husband Horst; sons Alexander, 28; and Torsten, 21.

What's the most rewarding thing you've ever done, in the office or outside?
Participate in the annual Christmas market for senior citizens in my neighborhood.

What skill do you wish you had that you don't have?
English. It's taken too long to answer this questionnaire.

Dream destination
Alaska

Fantasy job
Doctor

If you won the lottery tomorrow, you would:
I would buy a farm in Canada, 100 km away from any type of civilization.

If I could do one thing over:
I would attach more importance to my education than I did many years ago.

Manager's profile
"Every marketing communications department needs an Irmi Meyer if it wants to function properly, and I count my blessings every morning when I hear her cheerful greeting. Irmi's previous experience in the production department has proven to be of great value in our dealings with printers and other external suppliers. No matter how busy it gets Irmi stays calm and makes sure everything is on schedule — and this she does with a smile on her face. Irmi, thanks for everything and here's to the next 10 years together.
— Loreto Power-Feitz, director of marketing communications, Computerwoche

Site of the month

www.internetlawyer.com/facts/company.html

Investigate companies via the Net. This site contains a collection of links to locate company telephone numbers, financial records, annual reports, information about mergers and acquisitions, Securities and Exchange Commission filings and much more. There are also links to find out more information about private companies, nonprofit organizations and associations.

— IDC Framingham Library Director ***Merrill Walsh*** *selects a "Web site of the month" to include in her monthly highlights report.*

IDG **World**Update

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4.000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

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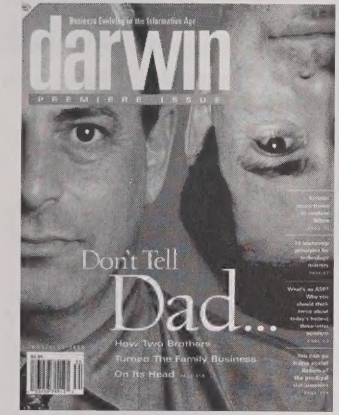

Business Evolving in the Information Age
darwin
PREMIERE ISSUE
Don't Tell
Dad...
How Two Brothers Turned The Family Business On Its Head

Darwin magazine launched June 1 sporting two different covers. Half the readers received the more traditional business magazine cover pictured above, half received the "concept cover" pictured below. The qualification cards inserted into the publication are coded to allow the company to determine which cover draws better. "We're in startup mode and trying to learn as much as we can about our audience," noted Editor-in-Chief ***Lew McCreary****. "We thought it might be interesting to see if either cover had a markedly better response. Besides, we had fun!" he said, though added it was unlikely Darwin would continue to exhibit a split personality.*

Business Evolving in the Information Age
darwin
premiere issue
If Technology Were This Easy, You Wouldn't Need This Magazine

Staff hopes CXOs will select *Darwin*

New publication targets non-technology senior executives

With this month's launch of *Darwin* and its companion site www.darwinmagazine.com, the folks who helped bring CIOs into the corporate boardroom are now aiming to ensure the other senior executives sitting around that table can talk technology with them.

Borrowing its name from Charles Darwin, the scientist who helped take the mystery out of evolution, *Darwin* will demystify the world of information technology and help business executives understand and master the technology tools and concepts that are fueling the changes in today's business environment.

"We have noted over recent years increasing amounts of IT-spending approval occurring outside IT functions," said *Darwin* Editor-in-Chief **Lew McCreary**, a 13-year veteran of *CIO* and editorial director for CXO Media Inc., formerly known as CIO Communications (see sidebar, page 4). "In addition, we have been hearing with increasing insistence from CIOs who complain that their internal customers – the CEOs, CFOs, COOs and such – are often misinformed or in possession of incomplete information about various technologies."

Seeking to validate the anecdotal evidence they had been collecting, staff from CXO Media conducted a series of focus groups with their intended target audience — non-technical senior executives. And what they heard convinced them that *Darwin* was the missing link that could bridge the gap between the traditional business media, deemed too shallow and superficial in its treatment of technology for this group, and new wave Internet magazines — too Web-centric, too edgy, too "hipper-than-thou."

"We also uncovered a real anxiety on the part of many of these executives who were concerned about their lack of technical knowledge coupled with accountability for ever-increasing technology expenditures," McCreary said.

continued on page 4

IDG journalists named among most influential

We've got your influence right here.

Five IDG journalists were named among the U.S.' most influential technology journalists in the June issue of *MC*, the country's leading technology marketing magazine. Now in its sixth year, the annual ranking is based on public profile, external activity, publication influence and circulation and reflects reader surveys and *MC*'s editorial perspective.

The IDG journalists on *MC*'s "Top Influencers" list were **Jonathan Weber**, editor-in-chief of *The Industry Standard* (no. 3); **Abbie Lundberg**, editor-in-chief of *CIO* (no. 16); **Michael Vizard**, editor-in-chief of *InfoWorld* (no. 25); **Kevin McKean**, editorial director of *PC World* (no. 28); and **Chris Shipley**, editor-in-chief of *DemoLetter* (no. 29). Weber, Lundberg, and Shipley were repeat Influencers from 1999's list.

IDG also made a strong showing on several of *MC*'s other lists. "Top Journalists by Media" ranks journalists at a variety technology trade publication types, as follows:

Weber

Lundberg

Vizard

Consumer/Computer Magazines – Kevin McKean, *PC World* (no. 3)
Newsletters – Chris Shipley, *DemoLetter* (no. 1)
The Web – **Mark Schlack**, editorial director, ITworld.com (no. 13)
Trades (a category in which IDG had nearly half the entrants) – Jonathan Weber, *The Industry Standard* (no. 1); Abbie Lundberg, *CIO* (no. 4); Michael Vizard,

continued on page 5

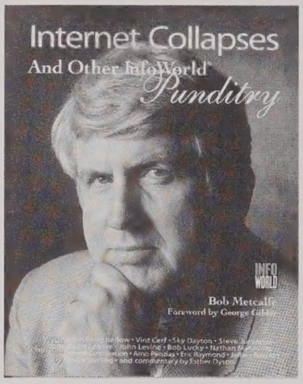
in brief newsworthy

Bob Metcalfe's new book of *InfoWorld* columns debuts at Vortex

Bob Metcalfe's most notable *InfoWorld* columns, along with rebuttals by a host of IT industry luminaries, have been collected in a new book, *Internet Collapses and Other InfoWorld Punditry.*

An *InfoWorld* columnist since 1992 and IDG vice president technology since 1994, Metcalfe has taken aggressive, insightful and often controversial positions on the technology issues, companies and products shaping the Internet economy. His new book reprises columns such as "The Oh-So-Slow Internet," "Wireless Computing Will Flop…Or Will It?" and "Making ISPs Accountable." Over the years, Metcalfe has become famous for his predictions – most recently predicting the Internet stock bubble burst, Bill Gates passing his CEO title to another top executive, and the Internet emerging as a valuable advertising vehicle.

The book's contributing authors, including Open Source evangelist Eric Ray, Internet pioneer Vint Cerf and Nobel Prize winner Arno Penzias, provide candid rebuttals and insight into Metcalfe's theories.



Available at a bookstore near you (or www.idgbooks.com).

The book debuted last month at the Vortex conference, a high-level event Metcalfe founded in 1998 to discuss the business issues arising from the convergence of the Internet, telephone and television networking industries.

The 324-page *Internet Collapses* is published by IDG Books Worldwide and retails for $19.99. IDG employees may receive a 30% discount when ordering by telephone or e-mail and paying with a credit card. Call 800-762-2974 (or 317-572-3993 for callers outside the U.S.) and identify yourself as an IDG employee using account No. 700991 or send an e-mail to orderservice@idgbooks.com.

ComNet Prague reigns as Central Europe's top IT/comm event

During its eight-year history, ComNet Prague has developed a loyal following of attendees and exhibitors, and this year was no exception. Organized by IDG World Expo in Munich, ComNet Prague is considered Central Europe's leading business-to-business event in the information and communications technology arena.

More than 94% of the 20,000 attendees said they were very satisfied with the three-day event last month, and 97.8% plan to come again next year. One hundred and fifty companies from 10 countries set up shop on the 13,500 square meters of exhibition space.

"ComNet is a fantastic opportunity to introduce new products and the expanding portfolio of our services," said Michal Hátle, general manager of Pragonet. One of show's popular features was ComNet Solutions Park, a special showcase that featured more than 20 Internet wireless access products and e-commerce applications and solutions.

For the third consecutive year, *Computerworld Czech* editors organized the conference portion of the event, which this year was a two-day look at electronic business. The 180 available seats were sold out well in advance.

Next year's ComNet Prague is set for May 22-24. For more information contact ComNet Director **Gunnar Kuechler** at gkuechler@ksmesse.de.

*While ComNet assistants ring in the new millennium, show organizers and special guests gather for a photo. (Left to right): **Josef Lohner**, managing director, IDG World Expo; Ed Kingman, managing director, Eurotel Praha; Jaromir Schling, Czech Republic minister of telecommunications; Klaus Tebbe, managing director, RadioMobil; Marcela Gurlichova, Czech Republic deputy minister of telecommunications; **Gunnar Kuechler**, director, ComNet Prague.*

Coming up

GovTech 2000
June 20-21
An FCW Government Technology Group event
Washington, D.C., Convention Center
Tel: 703-876-5100
www.govtechexpo.com

IDC's Eastern European IT Forum
June 26-27
Prague
www.idc.com/events

IDC Latin America Breakfast Briefing
"Enterprise Tools and Solutions Software in Latin America"
June 27
Coral Gables, Fla.
Tel: 305-267-2616
www.idc.com/idcla

IDC AppSourcing Forum
June 29-30
Boston
www.idc.com/events

CyberVenture Expo
An IDG Japan event
July 5-8
Chiba City
Japan
www.idgexpo.com/english

back to basics

primer

List services

Deb Goldstein*, president of IDG List Services, is this week's guest columnist. Her e-mail address is deb_goldstein@idg.com.*

List speak

List A mailing list is names that are either compiled (such as from a public source like the Yellow Pages) or direct response (circulations or customer files — where someone has bought or responded to an offer through the mail). For IDG lists, they are all either the paid or controlled circulations of branded IDG publications.

List broker A list broker puts together research from all the lists available on the market to meet a mailer's target. They then order the lists from the list manager and make sure they all get to their destination on time.

Merge/Purge This is the process by which the duplication is eliminated at a service bureau when you are ordering multiple lists, and you want one person to receive one message.

Opt-in/Opt-out These terms are a description of how permission is obtained on an e-mail list. Opt-in means that a person has given permission through active participation. Opt-out means that the individual has given permission through a question that asks them to take a non-action.

Q Your business unit is IDG List Services. What kind of lists are we talking about? And what do you do with them?

A IDG List Services is a full-service list management and brokerage company centered in IT. We make available both postal and e-mail lists — with the count now over 60. As a list manager, we work with companies to match their prospecting target with the right list selection to best sell their products and services. We are also in the client business in which we are responsible for all the operations and marketing of the lists associated with creating revenue for IDG business units. As list brokers, we work with the mailers directly to match their target to the right list with research and direct response advice.

Q What is direct mail?

A It is the art of sending the right message to the right person to give them a compelling reason and incentive to buy a product or service. It always involves a printed piece whether it is a self-mailer, brochure, letter, postcard or some form of package sent to a targeted list of recipients.

Q Why do direct mailers want to rent lists?

A The list is the most important part of doing direct mail. It is responsible for at least 50% of the success of a campaign.

Q What kinds of companies rent your lists?

A Over 35% of our lists are rented to seminar companies looking to drive attendence. They have been the traditional direct mailer for many years. Our main customers do not overlap at all with companies that advertise in IDG publications. The next tier are hardware and software companies selling their products, then there are supply catalogs, other types of publishers and trade shows.

Q What is e-mail rental?

A E-mail rental is essentially campaign management. We handle the total production of the campaign from start to finish. The mailer submits the text for approval by the business unit, after which we take it through the production process until it is transmitted over the list. The e-mail lists are either a subset of the publication's circulation or people who have registered on a site or have subscribed to one of the electronic newsletters offered by an IDG publication. In all cases, the people on these lists have given us permission to receive third-party e-mail.

Q Might a client rent both an e-mail and a postal list from the same publication? Why?

A There are mailers that are renting both postal and e-mail from the same publication, but the campaigns are very separate from each other and have different purposes. This is due to the fact that e-mail rental is still experimental and is still so new. Ultimately there will be a demand to integrate them and in the next three to six months we will have the ability to give mailers the opportunity to do an e-mail follow-up to a postal mailing or vice versa.

Q I've heard that more advertising dollars in the U.S. are spent on direct mail than any other form of media. Is that true?

A Yes, that is true, and it is also predicted to grow at a faster rate than print ad media as well. According to the Direct Marketing Association, direct marketing is a $187 billion market in 2000. And in a study it did in 1999, direct marketing will grow from 1999 to 2004 at a compound annual growth rate of 9.6%. Advertising expenditures are expected to grow at 7.2%.

Q What does a list account manager do?

A They advise and consult with the broker or mailer on deciding which lists and selects will best meet the target need of the mailing. They facilitate the production of getting the order delivered on time. They also make outbound sales calls, work with the publication's salespeople and attend trade shows to obtain leads. It is their responsibility to understand the revenue goals of their respective accounts and balance their work to achieve these goals.

Q People seem to have a much lower tolerance for receiving "spam" that they do for receiving traditional direct mail. Do you agree? Do you spend much time defending your business unit's practice of selling e-mail lists?

A Actually, for the most part people are totally intolerant of receiving "spam," which is unwanted, irrelevant and unsolicited e-mail. There are now laws in 15 states that have fines for sending spam. Targeted direct mail, however, done correctly is still a very effective medium to sell products and services whether it's consumer or business-to-business.

I rarely have to defend our program but spend most of my time teaching it. Our program is one of the top models for e-mail rental and it has been my mission to make it the standard in the industry.

CIO Communications reinvents self as CXO Media Inc.

In a nod to the expanding audience it seeks to serve, CIO Communications has changed its name to CXO Media Inc.

The company, formed in 1987 to launch *CIO* magazine, spent its first 13 years helping chief information officers and other IT executives succeed in their companies through the use of information technology. With the launch of *Darwin*, the company is broadening its reach to serve non-technology business executives, enhance partnerships between CIOs and CXOs and create opportunities for IT and consumer marketers to reach them.

In addition to *CIO* and *Darwin*, the company also produces www.cio.com and www.darwinmagazine.com Web sites, as well as CIO and Darwin Executive Programs.

The company's senior management team includes **Joe Levy**, president and CEO; **Gary Beach**, group publisher; **Frank Genovese**, publisher of *Darwin*; **Cathy O'Leary Hayes**, executive vice president, marketing; and **Lew McCreary**, editorial director.

Darwin

continued from page 1

And so, with no budget or additional resources, the staff debated whether to proceed with the publication. "Given the increasing robustness of *CIO* we weren't sure we had the bandwidth to tackle this project," McCreary said. "We took an internal vote and the staff overwhelmingly supported going ahead. "But in many ways it really is a miracle on the order of loaves and fishes that we got this out. It's just an amazing achievement by the whole team."

Echoing that sentiment, Executive VP/Marketing **Cathy O'Leary Hayes** credited an exceptional cross-departmental collaboration with making possible *Darwin*'s creation. "From idea inception in editorial to marketing skunkworks to business planning and competitive analysis, to product design to PR launch and marketing/sales support programs to circulation, site and executive programs development, to a fabulous sales effort under the leadership of [Publisher] **Frank Genovese**, it's been a tremendous example of teamwork. There simply were no walls between departments," she said.

The response from advertisers has been so overwhelmingly positive that the publication's frequency, currently bi-monthly, will jump to monthly beginning in February. "The market is ripe for a publication like *Darwin*," noted Genovese. "Vendors have been searching for a way to reach these CXOs and the 88 pages of advertising, amounting to more than $1 million in new ad revenue in our first 172-page issue, is testament to that. We even had clients cancel pages in other leading publications in order to free up dollars to advertise in *Darwin* and get exposure to this unique audience."

Primarily a controlled circulation publication serving 150,000 corporate officers and vice presidents from the Global 2000, *Darwin* will also have limited newsstand distribution in select areas. In addition, the magazine will be available in four U.S. airports: New York's LaGuardia International, Newark International Airport in New Jersey, Boston's Logan International Airport and the Ronald Reagan Washington National Airport in the Continental, U.S. Airways and Delta shuttle gate areas. "*Darwin* is targeted to busy executives who are not tech experts themselves but who need to understand the benefits of technology and how it can be applied to their organizations," noted CXO Media President and CEO **Joe Levy**. "Making *Darwin* available to executive business travelers was an obvious decision," he said. WU

KARALEE SERRA

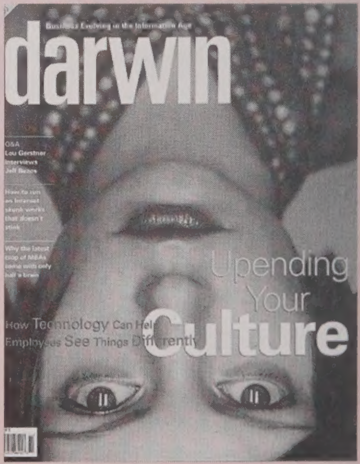
***Joe Levy** (left) and **Lew McCreary** (right) chat with the Darwin editor-at-large **Tom Davenport** at the company's June 1 launch party in Newton, Mass.*

Darwin spawns new low-cost marketing tool

A byproduct of CXO Media's launch of *Darwin* magazine is the evolution of a hybrid marketing tool – the aptly named "magachure." The idea of CXO Media CEO **Joe Levy** and Marcom Director **Marcy Dill** (Dill also gets credit for naming the new species) the magachure – half magazine, half brochure – closely approximated the look and feel of *Darwin*. The same size as the magazine and printed on the same stock, the magachure sported a mock cover, a sample table of contents, editorial and column content, as well as ad rates and "sample" ads.

"It was a media kit and issue prototype all rolled into one," Levy said. "Because this project was done in typical *CIO* fashion — no preapproved budget, just a great idea that we were asking the marketplace to pay for up front — we didn't have a lot of money to spend on creating a real dummy issue. But it's not easy to get people to pay for something they can't see. This tool was a key selling point."

Created by Executive Director, Art and Design **Mary Lester** and her group, the magachure was a cost-effective tool that more than proved its worth, Levy said, helping the sales team nail down more than $1 million in ad revenue for the first issue before the publication even launched. The sales team was able to get charter advertisers to buy all four of the launch issues, Levy noted, assuring that *Darwin* would be a big winner from Day 1.



Darwin "magachure" helped the sales force pre-sell more than $1 million worth of advertising.

IDG

Week of June 12, 2000

Online Account Executive (CIO)

CIO.com and Darwinmag.com are seeking an Online Account Executive. This individual will work with our online sales team and print sales team to increase online advertising sales revenue for CIO.com and Darwinmag.com. Primary responsibilities will include developing relationships with existing customers and prospecting new clients, outbound sales as well as sales call follow-up, handling RFP's and presentation preparation. The ideal candidate should have at least 2 years sales experience, be highly organized, self-motivated and have significant exposure to the Web.
Location: Framingham MA
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Program Manager, Memory Devices (IDC)

Analyst coverage of major memory system markets such as PC, Servers/Workstation, LAN, and Consumer markets including market sizing, forecasting, technology/system trends, vendor analysis, pricing trends, supply and demand analysis, and market share. Analyst coverage of DRAM, Flash, and application specific SRAM, including embedded memories and flash card technologies. Market share coverage includes DRAM, Flash memory, and Flash cards as well as supporting your semiconductor overview research. Conduct an annual market share and market sizing bulletin on the module manufacturer market. Participate in equipment teardowns for primary and secondary research and track pricing trends related to coverage areas; Support our semi-annual unit, ASP, and revenue forecast for the overall memory area which includes: DRAM, SRAM, Flash, and other non-volatile memory markets. Support our bi-weekly semiconductor perspectives newsletter; Customer service including meeting with customers, product briefings, presentations, and inquiry support; Interact in a team environment with other IDC analysts inside and outside the semiconductor research group; Participation in current consulting projects and sales activities. *Location: Mountain View* CA
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Senior Analyst, Services (IDC)

To keep pace with the rapid growth in demand for IDC's market intelligence in the network and information security services area, IDC is seeking a Senior Research Analyst who will be responsible for identifying emerging opportunities for information security consultants and integrators, and assisting these firms in profitably growing their businesses. This analyst will identify best-of-breed firms and forecast key security services trends. This is a high-profile position in which the successful candidate will have frequent contact with the press, Wall Street firms, and senior industry services executives. Candidates must possess excellent writing, communication and quantitative skills. MA/MBA graduate with experience. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Account Executive, Major Account Sales (IDC)

IDC is seeking an experienced sales professional to assist in managing sales and business relationships at US HQ for several top IDC vendor major account customers. Will work closely with Global Major Account Manager to ensure monthly sales of services, to include renewing existing services as well as selling new annual services, other syndicated research such as multiclient studies, conference sponsorships, and consulting to include speeches and honoraria. Reports to Global Account Manager of specified accounts. Will require some travel, and excellent presentation, account organization, and penetration skills. Must have 1-3 years of selling experience with complex goods or services to or from technology vendors. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Senior Recruiter (IDG Comm)

The Human Resources Services Division (HRSD) West is looking for a recruiter to develop and fill the pipelines for key positions at several of IDG's business units. Specific functions will include working with HR Managers and several client groups to define positions, source and qualify candidates and drive the process to conclusion. You will make recommendations with regards to and participate in job fairs, open houses, college recruiting and other networking events. This position will develop a pipeline of qualified candidates and become top notch at selling IDG and its business units to career searchers. Requires 5+ years high tech recruiting experience in hiring sales, technical, editorial, online, marketing and research analyst candidates. A finely tuned understanding of all aspects of recruiting, including proactive use of the internet and utilization of all internal and external sources to locate candidates, strong interpersonal skills, a "can do" approach, and a willingness to work in a high volume, fast paced, ever changing environment a must. Candidates should also have the ability to establish strong working relationships with internal clients and candidates alike, and have demonstrated success recruiting for exempt positions. *Location: San Francisco CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

Production Assistant (IDG GC)

This position will assist with maintaining and posting information on all supported websites. Primary responsibilities include content management of various web applications. This involves scanning of ad images, data entry, and creating web graphics as needed. Additional responsibilities include monitoring website (2) and log files for problems and inaccuracies, posting website log reports for our customers and creating and providing support to the development staff as needed. This position requires 2-3 years experience using Win95/98/NT and System 8. At least 1-2 years experience of PDF, FTP, Dream Weaver, Photoshop, Netscape Navigator, Internet Explorer, Lotus Notes, Microsoft Office 2000. Strong web skills and strong typing and data entry skills and an understanding of database structure and management. Experience with multimedia and web authoring tools is a plus. This person is required to have excellent customer service skills, proven verbal and written communication skills, have the ability to pay attention to detail, follow instructions, and most of all, the ability to be a self-starter. *Location: San Mateo CA*
Contact: D. Garza, Fax: 650-524-5730, Phone: 650-524-5701, Email: diana_garza@idg.com

Web Developer (Domino) (IDG GC)
The individual in this position will develop web-based applications for our customers worldwide. Responsibilities include working closely with the development staff and end-users to develop specifications, building the applications using Lotus Notes Domino, HTML, JavaScript, and server-side scripting tools. The successful candidate will have 3-5 years of programming and analysis experience, specifically 2-3 years Lotus Notes development, at least 1 year with R4.5 or higher, 1-2 years using Lotus Script and Lotus Domino, and 1 year of HTML. Experience in all phases of development is a must. Experience with JavaScript, Perl/CGI Script and SQL Server, or other relational databases is a plus. The candidate will be expected to provide URLs which show several examples of work.
Location: San Mateo CA
Contact: D. Garza, Fax: 650-524-5730, Phone: 650-524-5701, Email: diana_garza@idg.com

Page Layout Technician (IDG/B)
IDG Books is looking for a Page Layout Technician in our Production Department. The PLT will be responsible for laying out text and graphics for final page makeup of books as assigned. The PLT will also provide backup to graphic technicians and quality control technicians in over flow situations. Our ideal candidate will have at least one year of experience in book production or related industry. Thorough knowledge of Quark, Mac OS, Word, Acrobat, Illustrator and Photoshop required. Must be customer-service oriented with strong attention to detail. Must have organizational and prioritizing skills and be able to work independently and with a team. Bachelor's degree preferred.
Location: Foster City CA
Contact: H. Durbin, Fax: 650-653-7513, Phone: 650-653-7202, Email: cajobs@idgbooks.com

Human Resource Manager (IDG/GMG)
GamePro Magazine an IDG publication and a division of IDG, the world's leading IT media, research and exposition company is looking for a Human Resources Manager. We are seeking a dynamic, seasoned HR manager to join our senior leadership team. This individual will be responsible for managing the HR function for our business unit. Responsibilities include all aspects of recruitment, training and development, employee relations, compensation analysis/planning, and organizational development. He/she will work closely with the business unit leadership to develop and implement a strategic plan for HR. The ideal candidate must have 6 - 8 years of HR generalist experience and a BA degree or equivalent, as well as excellent judgment, interpersonal, problem resolution, negotiation and written/verbal communication skills. The ability to effectively perform in a fast-paced, changing environment is a must.
Location: San Francisco CA
Contact: B. Sours, Fax: 415-975-2618, Phone: 415-978-2245, Email: bsours@gamepro.com

International Sales Assistant (IDG/GS)
This entry-level position is designed to provide administrative and sales support to the IGS sales team. Responsibilities will include basic clerical duties, compiling media kits, organizing sales materials and the media library, assisting with proposals, and other projects as assigned. We are seeking a high-energy team player who will be able to handle multiple tasks and priorities. Candidates should have excellent communication and organization skills and knowledge of MS Word and Excel. Familiarity with Powerpoint would be a plus. *Location: San Francisco CA*
Contact: M. Davis, Fax: 415-974-7368, Phone: 415-974-7389, Email: michelle_davis@idg.com

International Sales Assistant (IDG/GS)
This entry-level position is designed to provide administrative and sales support to the IGS sales team. Responsibilities will include basic clerical duties, compiling media kits, organizing sales materials and the media library, assisting with proposals, and other projects as assigned. We are seeking a high-energy team player who will be able to handle multiple tasks and priorities. Candidates should have excellent communication and organization skills and knowledge of MS Word and Excel. Familiarity with Powerpoint would be a plus. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

Marketing Coordinator (IDG/WEC)
As an intricate part of the Marketing Team, this individual will assist in the production of direct mail materials and show guides. The successful candidate will manage outside vendors, coordinate Web site content, coordinate sales materials, and write promotional copy. This position demands a detail-oriented, assertive communications professional who works well in a team environment. 2-3 years experience in product or direct marketing and in marketing communications required. Computer skills with MS Word, Excel and QuarkXPress or Pagemaker is helpful. Must be internet savvy. Some travel required.Trade show experience desired.
Location: Framingham MA
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

Executive Assistant (IFW)
InfoWorld is seeking a highly motivated individual to provide administrative and client services office support to the Chief Executive Officer (CEO) and the Chief Operating Officer (COO). Acting on behalf of the CEO and COO, you are the communications liaison who will manage all calendar and travel plans, facilitate information flow to & from IDG corporate headquarters, and respond to client and staff inquiries in a professional and proactive manner. Ideal candidate will have a "can-do" attitude, attention to detail, and superlative telephone and client relations skills. PC proficiency in MS Office, Word, Excel and PowerPoint is an essential component of the position. *Location: San Mateo CA*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

Sales Operations Assistant (IFW)
InfoWorld seeks multi-talented individual to provide administrative and client service support for the Publisher. Representing the Office of the Publisher, you are the communications liaison who will manage the Publisher's schedule, office systems and client databases; and respond to client inquiries, requests and prospects in a professional and proactive manner. Candidates must have a genuine enthusiasm for IT publishing, on-line and event sales, excellent oral and written communication skills, and time management savvy. Strong customer service orientation, thoroughness and attention to detail, and PC literacy in MS Office, Word, Excel, Lotus Notes a plus. Minimum of 1-3 years business experience. *Location: San Mateo CA*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

Copy Editor (IFW)
InfoWorld, the award winning Tech Smart, Business Savvy news publication, is seeking a Copy Editor. Responsibilities will include editing and proofreading copy for grammar, consistency and style. Candidates must have hands-on experience with QuarkXPress. AP style and newsweekly knowledge is a plus. A degree in English or related field and at least one year of experience is preferred. *Location: San Mateo CA*
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: shirley_mcdaniel@infoworld.com

Sales Associate (ITCareers)
IT Careers is looking for a Sales Associate to support the Director of Ad Sales in all administrative facets of advertising sales, to include clerical support, office support, customer service, and general support as needed. Responsibilities include managing all media kit requests, the complimentary list and mailing list. Maintaining all client databases. Gather and send clients additional information. Assist clients with questions, problems, concerns on a regular basis. Prepare presentation material, proposals, market information, promotional materials, sales summary and correspondence. Supply Account Managers with account/competitive summaries, statistical data, and research information. Prepare competitive analysis with other computer related publications and newspapers. Qualifications include a motivated individual with excellent organizational and communication skills. Pleasant phone manner and ability to work with customers. Must work well independently and take initiative to make decisions and problem-solve. IBM PC or compatible literate in a word-processing program, database, and graphics program. *Location: San Mateo CA*
Contact: L. Browne, Fax: 415-267-1742, Phone: 415-978-3347, Email: lisa_browne@idg.com

Associate Editor, Software (ITworld)
ITworld.com is looking for a talented, hard-working editor to cover a ridiculously broad but hugely interesting array of enterprise software topics. Your purview will include everything from customer relationship management to C++, Internet messaging to data mining. So if you have the ability to organize and distill great quantities of information for a diverse technical readership, this job is for you. The successful candidate will edit and post columns, features, and news stories on these topics and more, which makes a strong interest in learning about technical and business computing issues a must. We'll also be looking for excellent writing, journalistic, analytical, and communication skills. *Location: San Francisco CA*
Contact: J. Davidson, Fax: 508-303-9788, Phone: 508-303-9731, Email: Jobs@Itworld.com

Reporter (IFW)
InfoWorld, the award winning Tech Smart, Business Savvy news publication, seeks a news reporter to cover the Austin, Texas area. Responsibilities include writing daily for our Web site, as well as breaking beat news on a weekly deadline. Candidate will have print journalism experience and familiarity with local IT companies. *Location: Austin TX*
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: shirley_mcdaniel@infoworld.com

Sales Business Manager (Mac Pub)
MacWorld, the #1 resource in the Macintosh market, is looking for a Sales Business Manager who will manage the inside sales force, help the Publisher set strategic and tactical goals, manage the advertising sales administration and account for revenue and expense. To accomplish that, the candidate will supervise daily activities of the inside sales force and work closely with the outside sales force to ensure synergy between the teams, help set ad page and revenue targets for the year, help establish proper spending levels to achieve ad page and revenue goals, liaison with Finance to implement sales commission/incentive programs, maintain the customer database, ensure that all individual sales workbooks are accurate, work with Production to ensure that all insertion orders and positioning requests are properly handled, and manage and oversee weekly sales reports. This position reports to the Publisher. The ideal candidate will have successfully sold advertising in the Macintosh market, a proven track record in managing people, an affinity for working with numbers, and also demonstrate strong leadership, time management, judgement, interpersonal, problem solving, and decision making skills. The ability to effectively perform strategically and tactically in a fast-paced, changing environment is also a must. Email cover letter, resume and salary requirements to hiring manager. *Location: San Francisco CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

Associate Publisher, PC World.com (PCW)
The Associate Publisher, PC World.com will define and communicate on-line sales strategy, lead the sales staff and personally make calls at the highest possible levels to maximize PC World.com advertising revenues, with special emphasis on business development and partnership marketing opportunities. He/she will act as liaison with IDG Interactive Sales on national accounts, and negotiate and resolve rate, merchandising and strategy issues. Candidates should have a minimum of seven years advertising sales experience. A thorough knowledge of web serving and marketing is required, along with the ability to structure and negotiate complex deals. *Location: San Francisco CA*
Contact: R. Willoughby, Fax: 415-974-7316, Phone: 415-978-3205, Email: richard_willoughby@pcworld.com

Business Development Project Manager (PCW)
PCWorld.com's Business Development Project Manager will assist the Director Business Development in evaluating and implementing new business opportunities designed to build traffic, strengthen the PC World brand, and generate revenue. S/he will identify and prospect potential partners; negotiate and administer licensing agreements; provide analytical, technical, and implementation support to the staff; and assist in the ongoing management of PCW's relationships, vendors and other partners. The ideal candidate will be a self-starter with 3+ years experience in publishing, marketing and/or sales and excellent communication and technical skills.
Location: San Francisco CA
Contact: K. MacIntyre, Fax: 415-974-7491, Phone: 415-978-3107, Email: kate_macintyre@pcworld.com

Sales Manager (IDG/WEC)
Responsibilities include domestic and international booth/sponsorship sales and cultivating new account opportunities within fast-growing IT markets. Candidates must be innovative salespeople who think beyond 10x10's and 20x20's. Candidates must become an expert within their given field and knowledgeable enough to find and cultivate common threads between their event and a prospect's tradeshow needs. Candidates should possess a minimum of 5 years experience in technology sales. Trade show and/or conference sales experience preferable. Strong IT vendor knowledge and a proven track record of sales success required. The position is 95% over-the-phone inside sales; 5% face-to-face sales at competitive events as well as at client meetings. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

Features Writer (CIO)
CIO Communications is seeking a Features Writer to join its Editorial Team. In this position, you will be responsible for writing feature articles and other shorter items; working closely with editors and cross-functional issue teams on story development, direction and focus, assisting in the idea generation process, attending media events and developing beat expertise. Ideal candidates will possess a college degree and 2-10 years of feature writing experience. Experience with business and or business writing preferred.
Location: Framingham MA
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

Features Editor (CIO)
The Features Editor will work closely with in-house and freelance writers on story development, direction, and focus; assist in the idea-generation process; assign stories; and write occasional short items. The individual in this position will be responsible for editing copy for content, organization, clarity, and completeness. Three years of feature editing experience is required. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

IDG Corporate Boviard STAR AWARD Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

Awards are presented twice a year. A maximum of three awards are given.

Who Can Be Nominated?
All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, vice president, corporate controller and treasurer; Jayne Enos, vice president, corporate; and Julie Lynch, manager, human resources.

IDG Corporate Accounting
IDG Corporate Support Center
(Chairman's Office, President's Office)
IDG Global Solutions
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax & Legal

IDG Human Resources
IDG Information Services
IDG List Services
IDG Research Services
IDG International Publishing Services
(G&A, Licensing, IDG News Service, *IDG World Update*)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by June 30, 2000.
Please use form on reverse side.

IDG Corporate Boviard STAR AWARD Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be published in the *IDG World Update*.

Employee Name: ______________________________

Title: ______________________________

Department: ______________________________

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

Nominated by: ______________________________ Date: __________

Title: ______________________________

ALL nominations must be submitted by June 30, 2000. Send nominations to Jennifer Carty, IDG Human Resources, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4480.

CXO Web team works 'round the clock to meet launch deadline

What's a CXO?

The term CXO is a catchall for the "C-level" executive crowd – the CEOs, COOs, CFOs, who, along with the CIO, are increasingly involved in influencing technology purchases in today's enterprise.

CXO Media's intrepid Web team already had a full plate maintaining WebBusiness and CIO.com (which gets more than 6 million page views a month) when they took on the additional challenge of developing the *Darwin* Web site (www.darwinmagazine.com) just three months ago.

According to **Tim Horgan**, senior VP/general manager Online, CXO Media, when his group joined the *Darwin* effort, "it was very early in the development process. No concensus had yet been reached on how the site should look or what it should do, and everybody involved was already very busy working on either the print product or the CIO.com Web site." In fact, about the only firm decision that had been made was the launch date — just 12 weeks away. "The Web site development effort was a great collaborative effort between the *Darwin* editorial team and the Web folks. That's one of the reasons it was so successful," Horgan said.

KARALEE SERRA

Darwin's Web and edit team: ***Emelie Rutherford****, Web writer;* ***Dagmar Eiben****, Web operations manager;* ***Lynne Rigolini****, research manager;* ***Andy Burrell****, online vendor services program manager;* ***Daintry Duffy****, senior writer;* ***Kathleen Kotwica****, online research manager;* ***Megan Santosus****, senior editor, Opinion;* ***Holly Cuny****, Web producer;* ***Ellen Morey****, senior Web developer;* ***Art Jahnke****, Web editorial director;* ***Shannon Macdonald****, associate Web developer;* ***Todd Datz****, senior editor;* ***Tim Horgan****, senior vice president/general manager, Online. Not pictured:* ***Lew McCreary****, editor-in-chief;* ***Chris Koch****, executive editor;* ***Meg Mitchell****, senior writer;* ***Martha Heller****, senior Web editor,* ***Stewart Deck****, staff writer;* ***Sari Kalin****,* ***Carol Hildebrand*** *and* ***Mindy Blodgett****, senior editors; and* ***Karalee Serra****, design intern.*

Once the group had nailed down the basics, they interviewed a number of design firms, eventually turning to Newton, Mass.-based design firm Raincastle, to provide an eye-catching look for the site. Meanwhile, behind the scenes, some of the 11-member CXO Online team were hard at work designing the back-end systems needed to make the site operational. "The team did a great job developing the various databases that feed and maintain the site, such as content managers, event calendars, reader feedback mechanisms, an online glossary, online polling tools, as well as the other services that are needed on the site including Darwin Live, Ask the Expert, and a great new search mechanism," Horgan said. In addition, the group identified more than 200 *CIO* articles that have relevance for *Darwin* readers and converted these to fit the new publication's style — and deployed the computing infrastructure needed to support all this.

With one eye on the calendar, the group met and surmounted a series of challenges including working closely with the design firm to hammer out the myriad details — how would the navigation systems work, how would information be grouped, what specific names would be used, what navigation systems would be needed, how would each section be laid out and more.

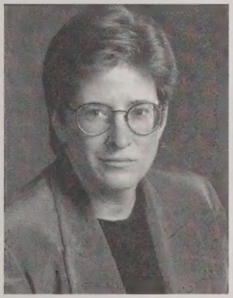
Once these decisions had been made, the databases and administrative interfaces created, the team had only four weeks to pull it all together, populate the templates with the 200-plus articles, the content from the first issue, populate the Learning Centers, create the Darwin Live "radio" bits, pull together the main site pages and put in place the supporting systems like newsletter subscription systems, online subscription forms, online polling mechanisms and other tools — all while keeping CIO.com and WebBusiness running smoothly.

"It was a stressful period, but the folks on the team kept their cool," Horgan said. "Because our team was absolutely fanatical about making the June 1 deadline, we had people working practically around the clock those last four weeks. I can't stress enough how hard these folks worked. They are the best people I've ever had the pleasure of working with and in the end, they not only made the deadline but delivered a high-quality, wonderfully done site that will provide us with a great base to build upon in the years to come."

Influential journalists

continued from page 1

McKean


Shipley

InfoWorld (no. 6); **Maryfran Johnson**, editor-in-chief, *Computerworld* (no. 8); **James Ledbetter**, New York bureau chief, *The Industry Standard* (no. 11); **Lew McCreary**, editorial director, *CIO/Darwin* (no. 13)
Pundits – **Stephen Manes**, columnist, *PC World* (no. 1); **Bob Metcalfe**, columnist, *InfoWorld* (no. 2)

IDG is responsible for nine of *MC*'s "Top 50 Publications," with four in the Top 20: *PC World* (no. 7), *InfoWorld* (no. 8), *Computerworld* (no. 14), *Network World* (no. 18), *CIO* (no. 23), *The Industry Standard* (no. 26), *Macworld* (no. 32), *GamePro* (no. 38), and *Federal Computer Week* (no. 48).

The Industry Standard and *PC World* were also among the 10 publications named Hottest Tech Media.

The reason there were half as many IDG journalists on the 2000 Influencers list – down from 10 in 1999 — was pegged to tech companies and dot-com firms using consumer media outlets such as *USA Today*, *Time* and CNN to broaden their audience.

For more information, go to www.marketingcomputers.com.

noteworthy people

Hosier

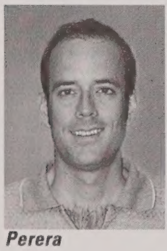
Kaplan

KELVIN GOH

Chidi

KELVIN GOH

Evans


KELVIN GOH

Perera

Promotions

In Indianapolis, IDG Books' Senior Customer Service Representative **Breea Hosier** has been promoted to customer service team leader. "Breea has been an outstanding member of the Order Services department for IDG Books Worldwide," said Order Services Manager **Linda Perkins**. "Breea has been a key member of the department and has been valuable in helping us grow the department as IDG Books expands its customer and product base."

CIO Assistant Managing Editor of Production **Steve King** has been promoted to copy chief. "In this newly created role, he will oversee the copy editing function for both *CIO* and *Darwin*, promoting the same high-quality standards that CXO Media is known for," said Managing Editor **Cheryl Asselin**. "Easygoing and flexible, Steve has been with *CIO* for just two years and has proved to be very passionate about copy editing and style. His recent work on updating our style guide shows his dedication to editing excellence."

CIO's **Lynne Rigolini** has been promoted from editorial assistant to research manager. "In her nearly four years at *CIO* (the first year in the production department), Lynne has earned a reputation as a team player who is always willing to pitch in and help others," said Cheryl Asselin. Her ability to manage multiple projects simultaneously and to handle pressure with ease is complemented by her pleasant attitude and eagerness. She will be a natural in this role."

Ellen Morey moves up the *CIO* ladder from Web developer to senior Web developer. Noted **Tim Horgan**, vice president, executive director of CXO Online, "In her 18 months at CXO Online, Ellen has developed a robust, extensible content management system. Most recently, she's been hard at work creating the back-end systems for *Darwin*. Her promotion is well-deserved."

New employees

Senior Research Analyst **Ron Kaplan** comes to IDC Washington from a similar position in the Telecom Research Group at Warren Communications in Washington, D.C. He holds a B.A. in international relations from Tufts University in Medford, Mass., and an M.S. in foreign service from Georgetown University in Washington, D.C. A competitive swimmer, he also likes to travel and look after his golden retriever.

After spending four years as an Army reporter for the *Hawaii Army Weekly*, then working as news director for radio station WMVA, **George Chidi** is now a U.S. correspondent in the IDG News Service's Boston office. He earned a B.A. in journalism from the University of Massachusetts/Amherst and is a graduate of the U.S. Defense Information School. He enjoys military history, writing science fiction and photography.

Following a stint as general assignment reporter for the *Northwest Herald* in Chicago's suburbs, **Jamie Evans** has moved to Boston as a U.S. correspondent for the IDG News Service. He has a B.S. in journalism from the University of Kansas and an M.A. in public affairs reporting from the University of Illinois at Springfield. Reading, movies, tennis and cycling are among his interests.

European Correspondent **Rick Perera** is the sole staffer in the News Service's new Berlin bureau. Most recently he worked in Atlanta, where he produced the TV newsmagazine "CNN & TIME." Rick has a B.A. in German from Brown University in Providence, R.I., and an M.A. in international relations from Tufts University in Medford, Mass. Fluent in French, German and Spanish, with some knowledge of Japanese and Russian, Rick enjoys traveling, theater, cycling "and most importantly, good friends."

IDG Hungary welcomes marketing manager **Tünde Turcsán**. She previously spent four years in the confectionary business as a sales manager with marketing responsibilities, as well. Tünde studied marketing and management at Williams Business College in Sydney, Australia, and is now a part-time student at the Budapest branch of the British University of Hertfordshire. In her rare moments of free time she enjoys traveling and winter sports.

William Zhang joins *Network World* as a senior Web software engineer. He previously held a similar title at ITS Interactive, Inc. He graduated from the University of Cincinnati with an M.S. in science and enjoys movies, swimming and biking. He recently helped develop 4realmen.com, a destination site for men.

Transfers

Laurel Heske, previously design services manager at the IDG Corporate Support Center in Boston, has rejoined IDC as senior designer for the Publishing Services and Technologies group. She now produces Custom and Consulting deliverables and provides artistic guidance to the graphic production specialists in the department. Laurel previously worked at IDC for more than two years beginning in 1996.

Telecommunications Specialist **Paul Smith** moves from *InfoWorld* in San Mateo up the peninsula to a similar position with IDG Central Services at 501 Second St. in San Francisco. A graduate of California State University/Hayward with a B.S. in business administration, he enjoys photography and woodworking.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Robin Robison *IDG*

19
Patricia Keefe *Computerworld*

17
Derek Hulitzky *Computerworld*

16
Douglas Barney *Network World*

14
Rich Mikita *ITworld.com*

13
Bob Brewin *Computerworld*
Rex Farrance *PC World*
Irmtrud Schäfer *IDG Germany*

12
Susan Kusnic *Computerworld*
Lottis Bergsson *IDG Sweden*
Terry Barnes *IDG Australia*

11
Robin Robinson *Computerworld*
Janet King *IDG Communications*

10
Clare O'Brien *ITworld.com*
Linda Clinton *Computerworld*

9
Glenna Fasold *Network World*

8
Christine Yam *IDG Books*

7
Kristin Wattu *Network World*
Joseph Augsburger *IDG Books*
Pamela Mourouzis *IDG Books*
Mark Levitt *IDC*
Birgit Mayer *IDG Germany*
Andrea Malcolm *IDG New Zealand*

6
MaryKay McIntire *Network World*
Troy Barnes *IDG Books*
Peter Lippincott *IDG Books*
Virginia Lehr *IDC*
Stephen Compton *PC World*
Sheila O'Brien *IDG New Zealand*

5
Daniel Chupka *ITworld.com*
David Harmer *IDG Global Solutions*
Emmie Hung Clark *Computerworld*
Diane Nadeau *IDG*

4
Thomas Davis *Network World*
Debra Gates *IDG Books*
Walter Bruce *IDG Books*
Atlanta Wilson *ITworld.com*
Hilary Ohara *IDG Communications*
Manuela Mancosu *IDG Italy*
Vahe Habeshian *IDC*

3
Amy Platt *IDG Books*
William Kinsey *IDG Books*
Kimberly Gray *IDG Books*
Rose Marie Cleese *IDG Books*
Evelyne Holingue *ITworld.com*
Walter Mehl *IDG Germany*
Dagmar Eiben *CIO*

2
Tiffany Wortham *Network World*
Jennifer McLaughlin *IDG Books*
Pattie Bull *IDG Books*
Stuart Crumbaugh *IDG Books*
Kenneth Woofter *IDG Books*
Laura Dennis *IDG Books*
Heather Gregory *IDG Books*
Eugenie Brown *ITworld.com*
Bronwyn Harrison *IDG Australia*
Amy Capistran *IDG*

1
Brandon Rogers *IDG Books*
LaTierra Martin *IDG Books*
Karen Mitchell *IDG Books*
Lina Pagano *IDG Books*
Julie Lea *IDG Books*
Carrie Sanford *IDG Books*
Paul Levesque *IDG Books*
Debi Suslow *IDG Books*
Gabriela Berkovich *IDG Books*
Hillary Walsh *IDG Books*
Joma Briones *IDG Games Media Group*
John Pancharian *ITworld.com*
Ari Davidow *ITworld.com*
John Pallozzi *ITworld.com*
Gregg Linde *ITworld.com*
Veronica Trotto *ITworld.com*
Joshua Fruhlinger *ITworld.com*
Rose Elliott *ITworld.com*
Shalece Booker *ITworld.com*
Paul Morisette *IDC*
Philip Fersht *IDC*
Joel Arbeitman *Computerworld*
Eliza Wee *PC World*
Anush Yegyazarian *PC World*
Kerstin Hofmann *IDG Germany*
Anna Nicklasson *IDG Sweden*
Jan Jorsager *IDG Denmark*
Alister Sutherland *IDC Canada*
Noritaka Terada *IDC Japan*
Wong Wai Chee *Computerworld Singapore*
Beverly Griffith *IDG World Expo*
Danielle LaMountain *IDG World Expo*
Inga Stunzer *IDG New Zealand*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG's Giovanni to participate in breast cancer fundraiser

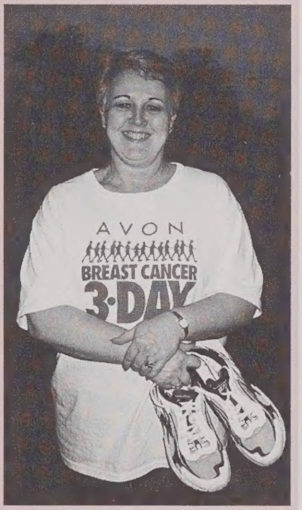
Geri Giovanni, office manager for IDG Communications' regional sales office in the Chicago area, is lacing up her walking shoes for a 60-mile trek from the Wisconsin border to Chicago.

Giovanni, who has recently fought her own battle against breast cancer, will be one of 3,800 men and women participating in the Avon Breast Cancer 3-Day fundraiser June 16-18.

In addition to all the intangible benefits, chief among which is Giovanni's desire to make all women aware that early detection is the best protection and to let others with the disease know "that we care and are walking for them," Giovanni has also raised more than $4,000 to benefit breast cancer research and programs.

Anyone interested in making a contribution may send a check to Giovanni at IDG, 1011 East Touhy Ave. Suite 550, Des Plaines, IL 60018. Checks should be made out to Avon Breast Cancer 3-Day and include the number 2720C.

For more information on the Avon walks, which are also scheduled this year in Atlanta, Boston, Los Angeles, New York, San Francisco and Washington, D.C., go to www.breastcancer3day.org.



***Geri Giovanni,** a nine-year IDG veteran, takes a break following one of her training walks.*

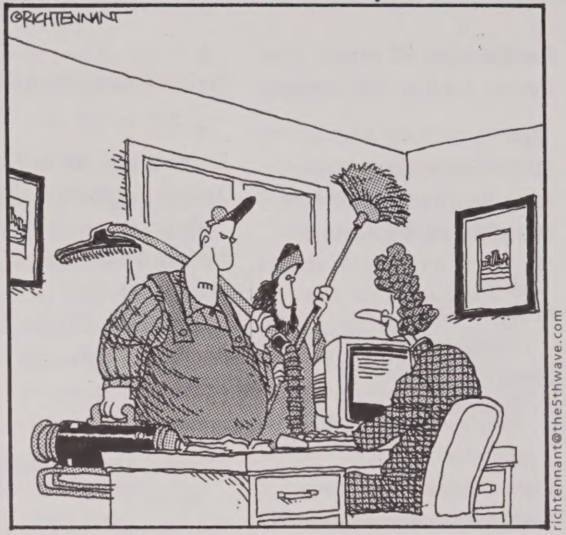
off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Tuesday, July 11.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.

The 5th Wave By Rich Tennant



and finally.

More anagrams

The Morse Code:
Here come dots

A decimal point:
I'm a dot in place

Eleven plus two:
Twelve plus one

Contradiction:
Accord not in it

And last but not least...

That's one small step for a man, one giant leap for mankind:
A thin man ran; makes a large stride, left planet, pins flag on moon! On to Mars!

celebrating 10!

Six employees at IDG Argentina recently celebrated their 10th anniversaries with IDG Chairman **Pat McGovern** at Buenos Aires' La Mansion restaurant. Celebrating were **Julio Cesar Attala**, *Computerworld* advertising manager; **Norma Mena**, *Computerworld* editor-in-chief; **Susana Calcagno de Gomez**, editor/translator; **Claudia Sans**, G&A assistant; **Myriam Contreras**, editorial coordinator; and **Jorge Garrido**, art department manager.

Attala joined IDG in May 1987 and is responsible for the publicity and promotional activities for *Computerworld*. Attala holds a degree in electrical engineering, is married with two grown children and likes to play tennis in his free time.

Mena, who graduated from university with a degree in teaching, joined *Computerworld* in April 1988. Married, she enjoys reading, camping and traveling throughout Argentina.

Gomez joined the company in November 1989 and is responsible for translation of international stories. She holds credentials as a Sworn National Public Translator, is married with two grown children and enjoys yoga and hydroponics.

IDG Argentina's 10-year veterans gather for a group photo. (Left to right): ***Susana Calcagno*****,** ***Jorge Garrido*****,** ***Norma Mena****, IDG Chairman* ***Pat McGovern*****,** ***Claudia Sans****, Lore McGovern, IDG Argentina Managing Director* ***Ruben Argento*****,** ***Myriam Contreras*** *and* ***Julio Attala.***

Sans has been with IDG Argentina since April 1990. She also holds teaching credentials and enjoys good music and reading.

Contreras was hired in April 1990. Married, she enjoy film making, particular animated shorts.

Garrido is responsible for design and desktop publishing and has been with the company since December 1990. Prior to joining IDG he taught desktop publishing and design. His is married and has two small children. Outside the office he plays the electronic organ and drums.

IDG WorldUpdate

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4,000 book titles in 80 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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WWW.IDGWORLDUPDATE.COM

CIO Japan Executive Seminar series debuts

Less than a week after its own successful launch, *CIO Japan* rolled out its first CIO Executive Seminar on May 19. Nearly 280 high-level corporate executives and journalists were invited to network and hear six speakers talk about the role of IT in the new economy and the evolving role of the CIO within that new economy.

Opening the one-day seminar, *CIO* U.S. Publisher **Gary Beach** emphasized the importance of the CIO in carrying out e-business initiatives and predicted that e-commerce would soon become the core business model at U.S. corporations.

The day's other speakers included the following:

- Dr. Katsumori Matsushima, Tokyo University professor, on "The Mission of a CIO in Building an IT Strategy for the 21st Century."
- Naoaki Takahashi, CIO, Daiwa

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IDG Japan launches *CIO*, *Windows 2000 World*

The number of IDG magazines is rising in the Land of the Rising Sun. Last month *CIO* and *Windows 2000 World* joined IDG monthlies, *Back Office World*, *Computer Graphics World, Java World* and *SunWorld* in the Japanese marketplace.

"According to IDC, the Japanese IT market has a long history of rapidly adopting new technology, and remains the single largest technology market outside the U.S.," said **Setsuro Tamai**, president of IDG Japan. "The launch of these two publications effectively addresses Windows 2000 deployment trends, as well as broad corporate IT strategy and real-world case studies."

CIO
Windows 2000
Active Directory

The first issues of IDG Japan's newest products debuted last month.

Now 13 years old, the *CIO* brand aims to provide chief information officers and other senior business executives with a better understanding of the role IT plays in driving and achieving corporate goals. Edited by **Noboru Masuda**, *CIO Japan* is IDG Japan's first business magazine and has little competition in terms of content and readership.

With a controlled circulation of 20,000, the premiere issue of *CIO Japan* features interviews with high-profile CIOs both in Japan and abroad, user case studies and industry trend analyses from leading consultants. A week after the magazine's launch, IDG Japan introduced the CIO Executive Seminar (see sidebar at left).

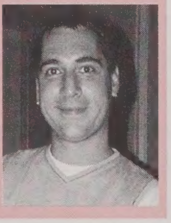
A how-to magazine with a circulation of 40,000, *Windows 2000 World* replaces IDG Japan's *Windows NT World*. The monthly is for PC users using or upgrading to Microsoft Corp.'s Windows 2000 and is Japan's only magazine dedicated to the operating system. Edited by **Kaoru Iwakiri**, it will also offer technical and management articles for Windows developers and IS managers.

With a staff of nearly 110, IDG Communications Japan also produces the LinuxWorld and Macworld Expo/Tokyo trade shows. Its online presence includes PC World Online (www.idg.co.jp/pcworldonline/) and the IT recruitment site JobWorld (www.jobworld.co.jp).

For more information go to:
www.idg.co.jp/magazines/index_cio.html
www.idg.co.jp/magazines/index_win2000.html.

New faces at the GWSC

*Global Web Support Center Executive Editor **Lisa van der Kamp** is based at IDG Netherlands.*



***Mark Evans** of IDG New Zealand is the director of GWSC Asia/Pacific, the first regional subset of the Global Web Support Center.*

IDG European Online Meeting attracts global audience

Online strategies and information sharing were the focus of the seventh IDG European Online (EOL) Meeting, held May 2-4 at the Warsaw Marriott in Poland. More than 110 representatives from 20 IDG business units in Europe, the U.S. and Asia participated in presentations, discussions and workshops.

The meeting began with an introduction and orientation presentation by IDG Germany's Job Universe team. During the first hour, the 35 attendees learned about the service and function of the online IT recruitment system developed initially in Ireland by IDG's licensee, ComputerScope, and now managed by IDG Germany (Computerwoche Verlag GmbH). Breakout sessions followed, focusing on technical as well as sales and marketing applications.

More delegates arrived May 3 for a full morning of general sessions and a welcome from IDG Netherlands Managing Director **Paul Molenaar**. The newly recruited Executive Editor for the Global Web Support Center, **Lisa van der Kamp**, coordinated the events and agenda for the EOL meeting on behalf of IDG Netherlands, which co-hosted the event with IDG Poland. Both days got under way with the country "Hot Spots" in which each IDG unit was able to present its products, sites and services. A measurement called the Unified Popularity Benchmark was applied to all statistics relevant to the

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European online meeting

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MORRIS EFFRON

Enjoying the lakeside view prior to a traditional Polish dinner at a country lodge are (left to right): ***Sven-Erik Remmare****, director of business development, IDG Sweden;* ***Mats Hultgren****, content director, IDG Sweden;* ***Morten Gulen****; online editor, IDG Norway;* ***Arne Steinmark****; online managing editor, IDG Denmark; and* ***Lene Sorensen****, online manager, IDG Denmark.*

sites' performance. Using the best raw numbers available, each IDG unit divided the total number of its monthly page views by its market's total number of Internet users. This measurement resulted in a better understanding by the attendees of their colleagues' market and site status.

Featured presenters who explored other IDG services included ITworld.com Vice President of Business Development **John Carpenter**, IDG.net Senio Vice President **Jeff Julian** and IDG News Service London Bureau Chief **Pia Landergren**, who demonstrated the News Service site at www.idgns.com. There was also an overview of IDG Global Solutions as well as discussions pertaining to specific online applications. The agenda also included presentations and sessions with DoubleClick, IDG's tagging and reporting provider; ZnSpace, a U.K.-based marketing firm; and Pro Active International, Europe's leading online monitor and survey analyst.

After a Thursday evening meal at Poland's famous Belvedere Restaurant, attendees spent Friday hearing about various special product highlights. **Mats Hultgren**, content director at IDG Sweden, outlined his company's online trading function, http://itakier.idg.se, and IDG Germany's director of sales for its Interactive division, **Joachim Herbert**, described tecChannel (www.tecchannel.de). This site targets PC specialists, data processing experts and IT professionals and offers daily market news, developments and trends in both hardware and software, the Internet and operating systems, as well as technical background information and product test results compiled from tecChannel's own test lab. The afternoon sessions included more discussions regarding online issues. One such session was a case study presented by Consumer Desk, a European-based consumer shopping site. The company's own evolution relied on analysis of U.S.-based sites, European market statistics, and the surveying of European online shoppers to develop its strategy to win over shoppers' online time and money.

Up next for the EOL VIII: the inclusion of more workshops and discussions. Since there is a disparity of resources (but not talent!) amongst the European IDG units, partnering among the countries has been heartily welcomed.

One major implementation that has already begun is the IDG Online University, a back-to-basics online application seminar program that will build a core of knowledge among IDG European employees who have important online responsibilities. As the University develops its syllabus, announcements will be made via the soon-to-be-relaunched Global Web Support Center (GWSC) Web site. Likewise, announcements about future online meetings, product launches, expert application resources, worldwide statistical information and automated reporting functions will be available via the GWSC. Watch for news about the relaunch in the coming weeks.

For more information contact Lisa van der Kamp at lisa_van_der_kamp@idg.com or tel: +31-23-546-1155.

IDG names second winner in client contest

Say "aloha" to Peter Wood, assistant media planner at Citron Haligman Bedecarre in San Francisco and Hawaii-bound winner of IDG Communications' second round of the Vacation Around the World with IDG sweepstakes.

CITRON HALIGMAN

CATEY DEBALKO

Peter Wood, winner of IDG Communications' second round of the Vacation Around the World with IDG sweepstakes, will soon be off for Hawaii.

Launched in December, the quarterly contest is designed to get media agencies more involved with IDG's U.S. editorial products and promote a better understanding of their editorial missions. For this round, entrants were required to supply article titles from various sections of IDG's publications. The winner is selected in a random drawing from all completed entry forms.

According to **Catey DeBalko**, vice president of marketing at IDG Communications, "the internal feedback has been great. Sales representatives have been excited to take this program to the media community, and it has given them another opportunity to engage their agency clients. The winners too, have been really excited and grateful to IDG for the opportunity." Future winners will be visiting China and Sydney.

For more information, contact DeBalko at 415-676-3003 or catey_debalko@idg.com.

executive Q and A

Jeff Julian
The senior VP, Internet development and publisher of IDG.net is this week's columnist. Julian may be reached at jeff_julian@idg.com.

IDG.net at-a-glance

Year established 1997

Location San Francisco

Number of employees 15

Mission To extend IDG's wealth of technology information to its global universe of customers.

Goal for FY00 Increased traffic to all IDG sites and better relationships with IDG partners.

Most recent accomplishments Renewal of the IDG/CNN partnership, IDG.net site re-launch (May '00).

Q What is IDG.net?

A The easiest way to describe IDG.net is as IDG's "technology search engine." We act very much like a search engine in that we crawl and index all IDG content on the Web, then re-format it to make it easily accessible from different venues.

Q How does IDG.net differ from ITworld.com?

A IDG.net's mission is to cover all technology information provided by IDG worldwide, from *PC World* and *The Industry Standard* to *Network World* and *CIO*. We will also be covering IDG Books, IDG Conferences, IDC and others in the near future. Furthermore, our goal is to deliver users to specific IDG sites as quickly as possible. We want a user to be on an IDG site within one or two clicks. ITworld.com is focused exclusively on serving the enterprise IT market and has products and offerings designed to build long-term relationships with those users.

Q What elements comprise IDG.net?

A There are five basic elements that IDG.net uses to deliver users to IDG sites: search engine seeding, partnerships, IDG.net newsletters, the IDG.net site itself and IDG.net micronetworks.

Search engine seeding involves IDG.net re-formatting IDG html and submitting it to the top 10 search engines/directories. These submissions are either done directly to the search engines or by the engines themselves coming to IDG.net and taking material directly from IDG.net servers. IDG.net makes it easier for the search engines and directories to index IDG material on the Web. Because of this, and the volume of information IDG.net provides, we can develop direct relationships with those search engines.

Partnerships provide other opportunities for IDG material to get into the hands of users. CNN, for example, has hundreds of links to IDG stories and sites in the CNN Technology area and IDG sites are mentioned often on CNN and the CNNdotCom television show.

Newsletters are offshoots of the IDG.net site and offer the same abstracts and links but in a more targeted fashion. Subscribers can pick topics that interest them, and then those abstracts and links are sent directly to their mailbox every day.

IDG.net provides abstracts and links for the largest volume of IDG material. Users can see the most recent stories produced on the main page, search the entire breadth of IDG information or peruse by various categories.

Micronetworks are custom sites created for advertisers. These sites utilize IDG.net's ability to categorize IDG stories into different areas of interest and create a site built around that interest. A recent example is E-BusinessWorld.com (www.e-businessworld.com), sponsored by Unisys. The important thing to note is that every single one of these elements drives traffic to IDG sites and thereby increases individual site page view counts and the opportunity for increased revenue.

Q What do you consider IDG.net's competition, and how do you stack up?

A Well, in terms of who we compete with for users, I would say the usual suspects: ZDNet, CNET and CMP/TechWeb. However, what we do is markedly different from what they do. All those aforementioned sites are "portals" in that they house all of their content on one mega-site. IDG.net's intention is not to have every user come through IDG.net or spend a lot of time at IDG.net, rather we want users to establish relationships with the IDG site that makes the most sense for them. This also extends very well on a global level. One look at the number of countries and languages supported by IDG.net (over 70 countries directly linked and four languages on the IDG.net site) as compared to our competitors (no more than two or three country links each) shows how well our model scales globally. IDG.net brings the best of IDG, the targeted, quality, user-specific information, to the user in the most efficient way possible.

Q What is the nature of IDG.net's relationship with CNN?

A IDG.net manages CNN's relationship with IDG from both an online and off-line perspective. Online IDG.net provides CNN with IDG material and links to support CNN's Science and Technology area on the CNN Web site. IDG is the exclusive content partner for CNN in this area. Offline IDG.net helps CNN identify and contact various IDG experts as needed, monitors CNN's television mentions of IDG, and facilitates relationships between CNN and IDG business units.

Q How does IDG.net derive its revenues?

A IDG.net's revenues are derived from a traffic driving fee from the business units that IDG.net sends users to, as well as advertiser sponsorships of micronetworks and newsletters.

Coming up

Eastern European IT Forum
June 26-27
Prague
www.idc.com/events

IDC Latin America Breakfast Briefing
"Enterprise Tools and Solutions Software in Latin America"
June 27
Biltmore Hotel
Coral Gables, Fla.
Tel: 305-267-2616
www.idc.com/idcla

IDC AppSourcing Forum
"Managing and Growing a World-Class ASP Business"
June 29-30
Sheraton Hotel
Boston
www.idc.com/events/efs/asf00

CyberVenture Expo
An IDG Japan event
July 5-8
Makurari Messe
Chiba City
Japan
www.idgexpo.com/english

Internet Summit 2000
July 15-18, 2000
The Ritz Carlton
Laguna Nigel, Calif.
Contact: The Industry Standard
www.thestandard.com/events

Macworld Expo
An IDG World Expo event
July 18-21
New York
www.macworldexpo.com

IDC Latin America Breakfast Briefing
"Central America, Caribbean, and Andino PC Outlook: New Trends and Channel Dynamics"
July 25
Biltmore Hotel
Coral Gables, Fla.
Tel: 305-267-2616
www.idc.com/idcla

IDG Denmark site takes home prize for best content

IDG Denmark's Computerworld Online (www.computerworld.dk) won the prize for the best content on the Internet in Denmark at last month's Reboot 3.0 awards ceremony, the country's most important Internet awards event. It was the first time IDG Denmark had been honored in Reboot's three-year history.

Reboot is an annual gathering of Internet business players that has grown from 500 attendees to this year's sold-out event in Copenhagen with 3,000 participants. Reboot is sponsored by Denmark's biggest portal – Jubii – and companies such as Oracle, Sun, Adobe and QXL.

Computerworld Online was recognized for the targeted nature of its site (IT-related news for IT-savvy managers), which has emerged as one of the most popular news sites in Denmark. "The site and its twice-daily newsletters are always up-to-date and way ahead with the news in a market where it's crucial to keep pace with development," noted the Reboot judges.

"We are communicating with very busy people who need to be updated frequently," said Online Managing Editor **Arne Steinmark**. "Therefore many of our readers just read the newsletters, which essentially serve as an online IT newspaper with two daily issues. The newsletters contain headlines and summaries of CW Online's most important articles and links to the article on the Web site."

While CW Online doesn't yet offer topic-specific newsletters (such as Linux, network management or telecommunications), it strives for a mix of business, e-commerce, technology and IT politics in each issue. Short headlines tease three high-priority articles in the newsletter's subject line.

CW Online currently has more than 28,700 online subscribers for the newsletters, more than twice what it had in June 1999. The site has approximately 300,000 page impressions a week and averages 40,000 unique visitors.

The team behind the content of Computerworld Online are the dedicated journalists of IDG Online: **Kim Elmose, Daniel Bergsagel, Kim Ingemann** and **Malene Grouleff**; Illustrator **Katrine Bertelsen** and Researcher **Christina Vemb**. They cooperate closely with *CW Danmark*'s print journalists. The online editorial team is led by Steinmark, who is responsible for the content strategy. IDG Online Manager **Lene Sørensen** oversees all of IDG Denmark's online media.

*Several of the CW Online staff celebrate their "best content" award. (Left to right) Journalist **Kim Ingemann**, Journalist **Malene Grouleff**, Illustrator **Katrine Bertelsen**, Mikael Bertelsen (a well-known Danish TV talk show host and emcee of the Reboot awards and no relation to Katrine) and Journalist **Kim Elmose**.*

Steinmark credits the site's success to his team's effort "to combine reflective journalism with investigative journalism" and to offer not only breaking IT news from around the world courtesy of the IDG News Service (for example, CW Online had the "I Love You" virus story before BBC Online and the *Financial Times*) but also local topics. As a result of its multifacted approach, journalists from CW Online are frequently quoted in major daily papers and television.

Like their colleagues at the print edition of *CW Danmark*, the CW Online staff has made a concerted effort to attract government officials and non-IT business managers as readers, by focusing on IT-related topics that relate to areas from health care to finance to municipal administration. A recent survey of more than 7,000 CW Online readers showed 60% work in IT, about 20% are from finance, government, education or traditional manufacturing, and the remainder from transportation, sales, building trades and commercial ad bureaus.

Last November, the team decided to move from daily to twice-daily newsletter updates, which had the effect of blocking out competition and doubling ad space. A substantial percentage of CW Online's income comes from ads in the newsletters, and as a result Steinmark can better fund his team and beat his competition to the news. "The trick with twice-daily publishing, of course, is not to dilute content, and that's where investigative journalism comes in," Steinmark said. "Our competitors are trying to beef up their initiatives, but they still cling to rewriting press releases and surfing news sites, and that will not pose a threat to us."

For more information contact Arne Steinmark at a.steinmark@idg.dk.

Graphic Designer (CXO Media)

CXO Media is looking for a Graphic Designer. Responsibilities include directing magazine layout, graphics, illustrations and photographs for CXO's publications. The ideal candidate will possess 1-3 years of design experience in an editorial environment. Candidates should have a strong editorial design portfolio, a degree in graphic design, QuarkXPress proficiency, experience working with photographers and illustrators and a firm understanding of typography and 4-color production in a Mac environment. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

Editorial Production Coordinator (CXO Media)

This individual will work directly with managing and executive editors to track the many details of producing both CIO and Darwin magazines from story planning and assignment through shipping. A major part of this job will be working with the Quark Publishing System (QPS), understanding and utilizing its capabilities, training others in its use, and working with the IS department on system enhancements, problems and upgrades. The Production Coordinator will also assist the editors by providing follow through on many of the decisions that are made surrounding the production of particular issues and providing information about issue status throughout the process. In addition, this individual will be responsible for producing and maintaining the annual editorial production schedule and will work closely with editorial design, production and IS. We are looking for a detail-oriented individual who is able to juggle multiple assignments, work with interruptions, and work and communicate well with a wide variety of people, personalities and working styles. The ideal candidate will be interested in improving work processes and proficient on both Macintosh and PC platforms, including Microsoft Word, Quark and QPS. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

Research Editor (CXO Media)

The Research Editor will coordinate editorial research at CIO, including design and execution of major original research/reader survey projects and analysis/reporting of results. Will also coordinate sourcing, collection and presentation of secondary research for monthly By the Numbers pages, and collect statistics and other information from outside sources for online publication. Must be able to clearly communicate research results to writers, editors and designers for translation into reported articles and graphics. Must work well with external research partners and sources and other departments within CXO Media. Knowledge of research and statistical methodologies required. Experience directing original research desirable.
Location: Framingham MA
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Graphic Designer (Federal Computer Week)

FCW seeks print and Internet savvy artrist to design and produce print publications and web graphics. Strong knowledge of QuarkXpress, Photoshop and Illustrator required. Responsibilities include publication, design and layout, photo scanning, print and web graphics and spot illustration. Candidates should have a design degree or 2 to 3 years work experience in graphic design. *Location: Falls Church VA*
Contact: C. Vrabel, Fax: 703-876-5089, Phone: 703-876-5057, Email: cvrabel@fcw.com

Intern, IRS/CIA (IDC)

This individual will assist the Investment Research Services/Custom Information Access Program in: Contacting clients to fill IDCNet Seats; Contacting Clients to verify/determine the Named Users; Assisting the team with client inquires.
Location: Framingham MA
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Program Manager, Wireless Semiconductor (IDC)

Join IDC's Semiconductor team as a Program Manager providing analyst coverage of major semiconductor communications markets including: Cellular/PCS, Bluetooth, HPNA, and Wireless basestations/LANs. Your coverage will include Cellular and PCS Semiconductor markets including market sizing, forecasting, technology/system trends, vendor analysis, pricing trends, supply and demand analysis and markets share. Coverage will also Baseband processors, Pre-AMP, RF, etc. Participate in equipment teardowns for primary and secondary research and track pricing trends related to coverage areas. Support our biweekly semiconductor perspectives newsletter. Customer service which includes meeting with customers, product briefings, presentations, and inquiry support. Interact in a team environment with other IDC analysts inside and outside the semiconductor research group. Participation in consulting projects and sales activities.
Location: Mountain View CA
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Senior Analyst, CCVV, Finance (IDC)

The Corporate Computing Vertical Views group is looking for a senior analyst to start a dedicated practice that would assess and forecast IT and Internet business opportunities in Finance. We are looking for a person with IT knowledge and/or experience in the Finance sector to provides insight and breadth of research on business opportunity for IT and Internet adoption in this sector. A self-directed professional, the person will be responsible for research and product analysis on industry specific Finance application areas as well as on the hottest areas of IT and Internet investment. Work involves research content design, accurate and opinionated research writing, consulting activity, professional assessment of business issues involved with IT and Internet implementation. Assignments will also involve assisting consulting and sales efforts, and engagements in internal or external public speaking, to champion IDC's views on IT and Internet adoption in Finance. Skills: Professional writing, analytical skills, business and competitive analysis, marketing analysis and evaluation techniques, presentation skills, co-ordination, commitment, teamwork. *Location: Framingham MA*
Contact: D. Siegel, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Senior Analyst, CCVV, Telecommunications (IDC)

The Corporate Computing Vertical Views group is looking for a senior analyst to start a dedicated practice that would assess and forecast IT and Internet business opportunities in Telecommunications. We are looking for a person with IT knowledge and/or experience in the Telecommunications sector to provides insight and breadth of research on business opportunity for IT and Internet adoption in this sector. A self-directed professional, the person will be responsible for research and product analysis on industry specific Telecommunications application areas as well as on the hottest areas of IT and Internet investment. Work involves research content design, accurate and opinionated research writing, consulting activity, professional assessment of business issues involved with IT and Internet implementation. Assignments will also involve assisting consulting and sales efforts, and engagements in internal or external public speaking, to champion IDC's views on IT and Internet adoption in Telecommunications. Skills: Professional writing, analytical skills, business and competitive analysis, marketing.
Location: Framingham MA
Contact: D. Siegel, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Senior Analyst, Manufacturing (IDC)

The Corporate Computing Vertical Views group is looking for a senior analyst to start a dedicated practice that would assess and forecast IT and Internet business opportunities in Manufacturing. We are looking for a person with IT knowledge and/or experience in the manufacturing sector to provides insight and breadth of research on business opportunity for IT and Internet adoption in this sector. A self-directed professional, the person will be responsible for research and product analysis on industry specific manufacturing application areas as well as on the hottest areas of IT and Internet investment. Work involves research content design, accurate and opinionated research writing, consulting activity, professional assessment of business issues involved with IT and Internet implementation. Assignments will also involve assisting consulting and sales efforts, and engagements in internal or external public speaking, to champion IDC's views on IT and Internet adoption in manufacturing. Skills: Professional writing, analytical skills, business and competitive analysis, marketing analysis and evaluation techniques, presentation skills, co-ordination, commitment, teamwork.
Location: Framingham MA
Contact: D. Siegel, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Account Executive, Major Accounts (IDC)

This is an outside sales position that requires a 2 to 5 years selling and quota carrying experience. Strong familiarity with computer industry a must. Previous sales of syndicated research a strong positive. Position is part of a focused sales team effort and will report to Sales Director, Major Account Sales. Position will be responsible for working with Sales Director and finding approximately $1,000,000 of new business within specifically identified Major Accounts. Very strong and assertive phone and selling skills a must, as well as a good team player and attitude. Strong computer skills a plus. Position available ASAP. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Account Executive, Services (IDC)

This is an outside sales position that requires a 2 to 5 years selling and quota carrying experience. Strong familiarity with computer industry a must. Previous sales of syndicated research a strong positive. Position is part of a focused sales team effort and will report to Sales Manager for Software and Service/West. Position will be responsible for finding approximately $700,000 of new business within nonexisting IDC accounts throughout the US. Position requires 10% overnight travel. Very strong and assertive phone and selling skills a must, as well as a good team player and attitude. Strong computer skills a plus. Position available as of July 1, 2000. *Location: Framingham MA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Account Executive, Software (IDC)

This is an outside sales position that requires a 2 to 5 years selling and quota carrying experience. Strong familiarity with computer industry a must. Previous sales of syndicated research a strong positive. Position is part of a focused sales team effort and will report to Sales Manager for Software and Service/West. Position will be responsible for finding approximately $700,000 of new business within nonexisiting IDC accounts throughout the US. Position requires 10% overnight travel. Very strong and assertive phone and selling skills a must, as well as a good team player and attitude. Strong computer skills a plus. Position available asap. *Location: Mountain View CA*

Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Account Executive, Software (IDC)

This is an outside sales position that requires a 3 to 6 years outside sales (quota carrying experience) and 5 to 7 years related technology experience. Strong familiarity with computer industry a must. Position is part of a focused Software sales team effort and will require basic sales skills of prospecting, qualifying, demonstrating, handling objections, and closing sales. Position will be handling over $1,000,000 of installed base clients. Individual will be responsible for representing entire IDC product line. Position will report to AVP, Software Sales. Very strong and assertive phone skills a must, as well as a strong, good team player and attitude. Strong computer skills a plus. Besides annual sales meetings, very minimal overnight travel (less than 20%) associated with this job. Position available to start asap.

Location: Mountain View CA

Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Customer Service Rep, Major Accounts (IDC)

This is a permanent full time position located in busy sales office (Mt. View, CA). Responsibilities include supporting 3 full time Major Account sales people with proposal generation, proposal follow up and other customer service functions. Heavy client interaction and excellent telephone skills are a must for this position. Ability to multi-task is also a must for this position. Position requires strong PC skills including proficiency in Word and Excel. *Location: Mountain View CA*

Contact: D. Siegel, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Customer Service Rep., Major Accounts (IDC)

This is a permanent full time position located in busy sales office (Mt. View, CA). Responsibilities include supporting 2 full time Major Account sales people with proposal generation, proposal follow up and other customer service functions. Heavy client interaction and excellent telephone skills are a must for this position. Ability to multi-task is also a must for this position. Position requires strong PC skills including proficiency in Word and Excel. *Location: Mountain View CA*

Contact: D. Siegel, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Sales Director, Major Accounts (IDC)

This is an outside sales position that requires a 10 to 15 years selling and quota carrying experience. Strong familiarity with computer industry a must as well as previous experience selling syndicated research Position will head up a focused sales team effort concentrating on the Telecom Accounts. Position will report to Sales Director, Hardware and Networking/Telecom. Position will be handling approximately $2,000,000+ of top installed base clients and will be expected to grow that business significantly. Position requires 40% overnight travel. Very strong and assertive phone and selling skills a must, as well as a good team player and attitude. Strong computer skills a plus.

Location: Framingham MA

Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Sales Manager, Latin America IT Sales (IDC)

Sales Manager, Latin America IT Sales is responsible for assisting the L.A. Sales Director with growing the six top IT accounts for IDC Latin America (Dell, Compaq, HP, IBM, Microsoft and Oracle). At least 5-8 years of previous sales experience is required. Spanish or Portuguese fluency is a must. Knowledge of Microsoft Windows, Excel, PowerPoint and Lotus Notes is preferred. Experience working in the IT or Telecom field is required. MBA is preferred.

Location: Miami FL

Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Sales Operations Coordinator (IDC)

The Sales Operations Coordinator will work as part of the User/Financial/eBusiness teams to support Vice President of Sales and 3 Sales Directors. The Sales Operations Coordinator must possess excellent written and verbal communication skills. High level of technical competency with Notes, Word, Excel, and PowerPoint are required. The successful candidate will have a background in sales, marketing or customer services and the ability to work with little supervision, have the integrity to work with confidential documents and communicate skills and knowledge to others. Knowledge of IDC products, organization, and systems and tools (Phoenix and IDCNet) are a plus. Primary responsibilities will include: Maintain Quota Spreadsheets, Verify Bookings, Track Bookings in master, Expense Tracking, Collect Forecasts, Special Projects, Meeting Set-ups, Light CSR duties, Assist in recruiting/new hire follow-up w/DC internal resources. *Location: Framingham MA*

Contact: D. Siegel, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Sales Representative, Major Accounts (IDC)

This is a permanent full time position located in busy sales office (Mt. View, CA). Responsibilities include supporting 5 full time sales people with proposal generation, proposal follow up and other customer service functions. Heavy client interaction and excellent telephone skills are a must for this position. Ability to multi-task is also a must for this position. Position requires strong PC skills including proficiency in Word and Excel. *Location: Mountain View CA*

Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Sales Representative, Services Accounts (IDC)

This is an entry level sales position that requires a 1 to 5 years sales and/or telemarketing experience or 5 to 10 years related technology experience. Strong familiarity with computer industry a must. Position is part of a focused sales team effort and will require 6+ hours/day on the phone with client and prospects. Position reports to AVP, Services Sales. Position will be handling current client base in be responsible to renew and grow these accounts. Very strong and assertive phone skills a must, as well as a good team player and attitude. Strong computer skills a plus. Besides annual sales meetings, no overnight travel associated with this job. Position open ASAP. *Location: Framingham MA*

Contact: D. Siegel, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Sales Representative, Services Accounts (IDC)

This is an entry level sales position that requires a 1 to 5 years sales and/or telemarketing experience or 5 to 10 years related technology experience. Strong familiarity with computer industry a must. Position is part of a focused sales team effort and will require 6+ hours/day on the phone with client and prospects. Position will be assisting new business s/w (east coast) sales people in varying parts of the sales cycle including prospecting, qualifying, interest development, education, proposal generation etc. Very Strong and assertive phone skills a must, as well as a good team player and attitude. Strong computer skills a plus. Besides annual sales meetings, no overnight travel associated with this job. Position must start asap. As this person will be supporting multiple sales people, this position requires a very flexible and multi-tasking ability. *Location: Mountain View CA*

Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Sales Representative, Software (IDC)

This is an entry level sales position that requires a 1 to 5 years sales and/or telemarketing experience or 5 to 10 years related technology experience. Strong familiarity with computer industry a must. Position is part of a focused sales team effort and will require 6+ hours/day on the phone with client and prospects. Position will be assisting new business s/w (east coast)sales people in varying parts of the sales cycle including prospecting, qualifying, interest development, education, proposal generation etc. Very strong and assertive phone skills a must, as well as a good team player and attitude. Strong computer skills a plus. Besides annual sales meetings, no overnight travel associated with this job. Position must start asap. As this person will be supporting multiple sales people, this position requires a very flexible and multi-tasking ability. *Location: Framingham MA*

Contact: D. Siegel, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Sr. Account Executive, Hardware (IDC)

This is an outside sales position that requires a 3 to 5 years outside sales (quota carrying experience) and 5 to 7 years related technology experience. Strong familiarity with computer industry a must. Position is part of a focused Hardware sales team effort and will require basic sales skills of prospecting, qualifying, demonstrating, handling objections, and closing sales. Position will be handling over $3,000,000 of installed base clients. Individual will be responsible for representing entire IDC product line. Position will report to Sales Director, Hardware Sales. Very strong and assertive phone skills a must, as well as a strong, good team player and attitude. Strong computer skills a plus. Besides annual sales meetings, minimal overnight travel (25%) associated with this job. Position must start asap.

Location: Framingham MA

Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Sr. Account Executive, Telecom, Latin America Sales (IDC)

The Senior Account Executive, Latin America Sales is responsible for assisting the L.A. Sales Director with acquiring new accounts and growing current accounts. At least 5-7 years of previous sales experience is required. Spanish or Portuguese fluency is a must. Knowledge of Microsoft Windows, Excel, PowerPoint and Lotus Notes is preferred. Experience working in the IT or Telecom is a plus. MBA is preferred. *Location: Miami FL*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Sr. Sales Representative, Major Accounts (IDC)

This is an entry level sales position that requires a 1 to 5 years sales and/or telemarketing experience or 5 to 10 years related technology experience. Strong familiarity with computer industry a must. Position is part of a focused sales team effort and will require 6+ hours/day on the phone with client and prospects. Position will be assisting major account sales people in varying parts of the sales cycle including prospecting, qualifying, interest development, education, proposal generation etc. Very strong and assertive phone skills a must, as well as a good team player and attitude. Strong computer skills a plus. Besides annual sales meetings, no overnight travel associated with this job. Position must start asap. As this person will be supporting multiple sales people, this position requires a very flexible and multi-tasking ability. *Location: Framingham MA*
Contact: D. Siegel, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Account Executive (IDG List Services)

IDG List Services is seeking an inside sales professional with a senior level of customer service to work in their fast paced email department. The Account Executive will act as the liaison between all clients and list rental customers. Candidates must be detail-oriented with strong writing skills and excellent phone manner. A college education preferred, 3+ years sales experience in high tech preferred. Knowledge of list rentals or direct marketing is a plus. *Location: Framingham MA*
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

Financial Analyst (IDG Books Worldwide)

We have an outstanding opportunity for a high-energy team player to join our Indianapolis finance team to provide financial support to our sales group. Responsibilities will include analysis of sell through trends, quarterly forecasting, customer inventory, purchase trends, industry trends, promotion P&L, etc. Requires BA/BS degree 3+ years experience working in a business environment. Strong spreadsheet skills including experience building financial models. Must possess excellent communication, analytical and problem solving skills with the ability to multi-task in a fast-paced environment. Proficiency with Word, Excel, Access (experience working with large databases a definite plus). Knowledge of financial systems, including the GL and budgeting programs (Hyperion Pillar) is helpful. *Location: Indianapolis IN*
Contact: C. Yam, Fax: 650-653-7513, Phone: 650-653-7198, Email: cajobs@idgbooks.com

Channel Marketing Specialist (IDG Books Worldwide)

The primary responsibility of the Channel Marketing Specialist is to work closely with sales, product marketing and creative services to develop and execute tailored marketing plans for key accounts within the Mass Market & Office Superstore channels. The specific duties of the position will include building strong relationships with sales, buyers, and serving as a marketing liaison to our key accounts. The Specialist will build off of product marketing plans to create channel/account specific marketing plans, strategies and materials for all calendar and product-driven promotions, including product launches, holidays and IDGB created events. Our ideal candidate will be a creative project manager and be able to prioritize multiple tasks and meet deadlines in a fast-paced environment.The position requires a minimum of 3 years of experience in consumer product sales, marketing or channel marketing with measurable experience creating strong, successful sales and marketing programs. College degree in marketing or related field preferred. Travel to key accounts required. *Location: Indianapolis IN*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Foreign Rights Manager (IDG Books Worldwide)

The Foreign Rights Manager licenses translation rights for IDG Books consumer titles to publishers around the world. The position generates substantial net income for the company while maximizing the global potential of our brands. The successful candidate must have a BA, 3-5 years experience in subsidiary rights or publishing sales/marketing, proven sales and negotiating skills, strong multi-tasking abilities, effective communication, understanding of the publishing industry, familiarity, with legal terms and concepts involved in author and sublicense contracts and general computer skills. *Location: New York NY*
Contact: J. Meyers, Fax: 212-654-4731, Phone: 212-654-8504, Email: nyjobs@idgbooks.com

Client Services Representative (IDG World Expo Company)
This individual will assist in the development, implementation and management of various programs aimed at improving customer service and service to IDG affiliate businesses. Responsibilities will include: servicing incoming inquiries from exhibitors pertaining to "at event" rules, regulations and logistics; contributing to the acquisition or design of software to track customer inquiries; working closely with department Director to create an Expo Global Support Center to service the inquiries of other IDG Event's Businesses (Worldwide); and creating and distributing specialized Exhibitor Marketing information/letters. Position requires an ambitious individual with excellent interpersonal skills and a good aptitude and desire to learn about the trade show industry. Experience with Microsoft Office required. Must also be comfortable working with the Internet. Customer service and/or trade show experience preferred, but not necessarily a requirement. Prefer an individual with a BS in Marketing or Business Administration. *Location: Framingham MA*
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

Travel, Housing and Hospitality Manager (IDG World Expo Company)
Individual will be responsible for managing all hotel and travel related responsibilities for 11 events per year. Responsibilities will include managing outside travel vendors in hotel contract negotiations; managing process of all brochures, program guides and web copy coordination related to attendee and exhibitor travel needs. This individual will also be responsible for working with internal staff to facilitate hotel sponsorship related programs, tracking hotel pick up reports on a weekly basis and management of facility/venue schedules. 2-3 years experience in hotel and hospitality services. Event industry experience a plus. Travel required. *Location: Framingham MA*
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

Operations Manager (IDG World Expo Company)
IDG World Expo Company is seeking an Operations Manager. This position will be responsible for all logistics and operations, including on-site vendor management, exhibitor relations, vendor contract negotiation, and move in/out. Tradeshow planning experience a plus, preferably within the high-tech industry. Ability to manage multiple tasks, superior time management, communication, negotiation and organizational skills essential to success. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

Staff Writer (Industry Standard)
The Industry Standard is looking for a staff writer for the New Gig section to write articles and online content about the reality and future of working in the Internet Economy. The ideal candidate has at least 2 years of business reporting experience, excellent writing skills, tons of ideas, and a familiarity with issues surrounding the workplace, recruiting and HR. Ideally, we're looking for someone with both online and print experience. Ability to research and pitch great stories and write with flair are winning traits. *Location: San Francisco CA*
Contact: P. Traylor, Fax: 415-733-5401, Phone: 415-591-6982, Email: ptraylor@thestandard.com

Associate Editor (ITworld.com)
ITworld.com needs an assertive editor to work closely with senior editorial staff and report stories covering news, networking, security, careers and management. The successful candidate will report and write original stories, edit contributed pieces and work with the copy-edit, design and production staffs. Finally, you will work with our publishing software to post completed content to the Web site. Tenaciousness, excellent writing, journalistic and communication skills are a plus. Bachelors Degree or equivalent plus 2-4 years of Journalism experience preferred.
Location: Southborough MA
Contact: J. Davidson, Fax: 508-303-9788, Phone: 508-303-9731, Email: Jobs@Itworld.com

Web Newsletter Coordinator (Network World)
Responsible for assisting in the production operations related to Webadvertising in Network World's e-mail newsletters, and readying e-mail newsletters for final delivery to customers via the Web. The coordinator will work by phone and through e-mail with editorial, advertising, and sales personnel to manage and test Web URLs, as well as to combine information from different sources into one e-mail template. This position requires the ability to work under manageable but steady deadlines, and to handle multiple tasks at once. Candidate should be detail oriented. The job includes training to use several Web-related computer software programs. *Location: Southborough MA*
Contact: M. Brunaccini, Fax: 508-490-6454, Phone: 508-490-6474, Email: hotjobs@nww.com

Conference Manager (IDG World Expo Company)
We are seeking a talented Conference Manager who will be responsible for planning, developing, and implementing a complete conference program. 2-3 years' experience in conference planning is required, and trade show experience is a plus. Candidate must have excellent attention to detail; superior written and verbal communication, organizational, and computer skills and be able to effectively work with all levels of staff and outside consultants. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

FCW staff hunts for enhanced teamwork

With a president. Left to right: ***Terri Huck**, **Shennice Brown**, **Paul McCloskey*** *and* ***Colleen O'Hara***.

At a fire station. First row: ***Lauren Hillman***. *Second row left to right:* ***Erik Van Le**, **Dan Keegan**, **Dustee Anderson**, **Jen Brode*** *and* ***Edith Holmes***.

Elevating morale and promoting teamwork — and having a good time in the process — was the focus of a recent all-staff scavenger hunt at FCW Government Technology Group in Falls Church, Va. Patterned after a similar scavenger hunt held every year at IDG's Publishing Institute in Boston, FCW's version was organized by **Mary Martin**, national sales director (who attended the PI earlier this year), and **A. J. Guenther**, sales operations manager.

"The scavenger hunt was a huge success," Guenther said. "Staff members were able to spend an afternoon in Washington, D.C., taking photos of the White House, Lincoln Memorial and the Air and Space Museum, interacting with colleagues in different departments on a personal level, all in the name of teamwork and good sportsmanship."

Each team of eight received a set of instructions, a list of items — each with a specific point value – to be "found" photographically (creativity was encouraged!), a Polaroid camera with two packages of film, and the services of limousine drivers whose expertise in navigating metropolitan Washington, D.C., proved invaluable.

Teams adopted various strategies in pursuit of their goal. Group C, the winning team with 2,400 points, focused on capturing photographs with the highest point value, professional rivalries notwithstanding. "One of the clues asked us to take a picture with a staff member at *Government Computer News*," said **Megan Follin**, production assistant. "We didn't think twice about visiting our competitor and posing with the receptionist. The photo was worth 250 points. It was a challenge but we knew we needed it to win."

For members of Group B who finished third, the motto was to milk each site for as many points as possible. "We visited a fire station and received 225 points for: being on a fire truck (75 points) on a fire truck with hats on (100 points) and wearing fashionable hats (50 points)," said **Erik Van Le**, senior financial analyst.

Another key to a strong finish was coming up with extra film. "Our limousine driver knew all of the sites of interest but couldn't tell us if a drugstore was on 14th Street N.W. or on G Street N.W.," said **Lisa Williams**, marketing services manager, whose team, Group H finished second, thanks in part, to the extra photos they were finally able to take. The effort, however, cost them precious time in the four-hour event. "We eventually found a store but then had to wait at the check-out 20 minutes."

"Creativity and communication skills were definitely called for in this exercise," Martin noted. "Instead of heading to the National Zoo for a shot of lions, tigers and bears – effective but predictable – Group A drove to a toy store and took pictures with plush stuffed animals."

In addition to all the intangible benefits, members of the winning team walked off with (slightly used) Polaroid cameras and picture frames for their masterpieces.

IDG Czech staff courts top clients in annual tournament

For the sixth year in a row, the staff at *Czech Computerworld* summoned its top clients to court, where after two days of heated engagement, a decision was rendered: IBM rules! On the volleyball court, anyway.

According to IDG Czech Marketing Director **Bohdan Tetiva**, the company's annual volleyball tournament has grown into the most popular IT sporting event in the country, routinely filling up within the first two or three hours after sign-ups begin.

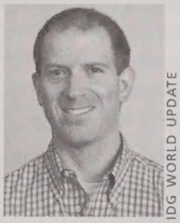
"It's an excellent marketing event, promoting friendly competition and partnerships between IDG and leading local IT companies, and always a good time," Tetiva said. Held at a sports facility near Prague, the tournament featured 32 teams from companies including SAP, Microsoft, Novell, IBM, Hewlett-Packard and Logica as well as two from IDG.

Front row, from left: ***Irena Posledni***, *CW account manager;* ***Vaclav Maletinsky***, *Test Center; Jarek Lozinsky, former IDG LAN manager;* ***Zuzana Peskova***, *CW account manager. Back row, from left:* ***Karel Taschner***, *editor-in-chief;* ***Viktor Hollmann***, *senior editor;* ***Jitka Vyhlidkova***, *advertising department manager;* ***Daniel Vojnik***, *manager of the service department;* ***Renata Saskova***, *financial department; Petr Sorad, former IDG LAN manager; and Jan Zeman and Ales Novak, friends of staff members.*

noteworthy people

JOHNNY GOODYEAR

Calamaro


IDG WORLD UPDATE

Klezmer

IDG WORLD UPDATE

Reitman

IDG WORLD UPDATE

Hogue

IDG WORLD UPDATE

Alger

Shlain

Promotions

Federal Computer Week Associate Publisher **Tony Calamaro** has been named publisher of *FCW* and *civic.com* and will now oversee the development and implementation of day-to-day operations for FCW Government Technology Group, Inc. and integrate the sales force of *FCW* with that of *civic.com*. "Tony is the right leader for *Federal Computer Week* and *civic.com* in these exciting and challenging times in publishing," said **Edith Holmes**, *FCW* president and CEO. "His common touch and knowledge of the complex and changing government market for information technology make him uniquely qualified to lead the sales effort and meet the market's needs."

IDC Vice President, Financial Analyst **Suzanne McMillen** has been promoted to assistant controller. "Throughout her five years with IDC, Suzanne's positive approach, strong functional knowledge of accounting and outstanding efforts have contributed greatly to the success of IDC," said IDC Controller **John St. Martin**. "In her new role, Suzanne will be managing completely the general day-to-day accounting for IDC Canada. Suzanne will also be taking on a more active role in the intercompany accounting between IDC's international subsidiaries. In addition, Suzanne will oversee all of the IDC U.S. invoicing functions."

Daniela Pedrini, who spent the past three years as marketing and communication manager for IDG Italy's consumer magazines (*PC World Italia* and *Macworld Italia*), has been promoted to the new position of IDG Communications Italia marcom manager. She adds to her promotional activities the two business magazines *Computerworld Italia* and *Networking Italia* and the business unit's Web site. Before joining IDG, Daniela worked in a similar capacity for Cisco Systems Italia and for AT&T Italia's PC/workstation business unit.

New employees

Previously national field marketing manager for Mattel Interactive, **Barry Klezmer** is now channel marketing specialist in IDG Books' Foster City, Calif., office. He holds a B.A. in psychology from San Francisco State University and enjoys gardening and geneology.

Payroll Administrator **Sheila Reitman** comes to IDG Books in Foster City, Calif., from Goodwill Staffing where she was operations manager. Away from the office, she likes to walk, knit and spend time with her grandchildren.

Giving up the life of a freelance writer, **K.C. Hogue** joins IDG Books in Foster City, Calif., as an associate copy editor. She holds a B.A. in English from San Francisco State University and will have one of her poems published in a national magazine this summer.

Previously a database administrator at Toshiba Corp., **Wendy Alger** is now an archive cover specialist at IDG Books' Foster City, Calif., office. She attended the Academy of Art College in San Mateo, Calif., has a side business as a photographer, and enjoys saltwater fishing and swimming.

Jennifer McSweeney joins IDC in Framingham as human resources coordinator, coming from the Sunbridge Care and Rehabilitation Center where she supervised the behavioral services department. She holds a B.A. in psychology from Saint Anselm College in Manchester, N.H., and enjoys hiking, tennis, painting and volunteering.

Federica Bernardini has joined IDG Communications Italia's marketing team as marketing and communications assistant. Federica comes from M&CM, a marketing and PR agency, which she joined as a direct marketing assistant and left as an account executive. Away from her desk she enjoys playing Ultimate Frisbee and reading books.

A specialist in multimedia technologies, *PC World Italia* Editor **Amedeo Novelli** will be writing cover stories and performing multimedia tests for the magazine. He was most recently an editor at *PC Magazine Italy*. Earlier, Amedeo was a freelance journalist, writing online content for Mondadori.it, Yahoo.it and msn.it. and contributing to *PC Professionale* and other publications at Mondadori Informatica.

Previously a training specialist in the Learning and Development department of Tufts Health Plan, **Cydney Cotter** is now senior human resources assistant with IDG's Human Resources Services Division. She holds a B.S. in health management policy from the University of New Hampshire and likes to read, ski and spend time with family and friends.

Macworld has hired **Amy Conger** as a design associate. She was previously in graphics production at *MacPeople* and holds a B.A. in art from California State University/Northridge. She enjoys art and music and volunteers at *Anything That Moves*, a magazine that studies the politics of sexuality and gender.

Et cetera

Webby Awards President **Tiffany Shlain** was honored last week by the American Women in Radio and Television's Golden Gate Chapter at its 25th Anniversary Awards Luncheon in San Francisco. Shlain was recognized "for founding and developing the Webby Awards and for being a female innovator in the new technology era."

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Debbie Sobin *IDG*

20

Cindy Delany *ITworld.com*

16

Carol Miller *IDC*
Richard Buroni *Computerworld*

12

Andrew Sambrook *IDG List Services*
Lois Leuthner *IDG*

11

Bob Pinchin *IDG New Zealand*

9

Lisa Sydney *Computerworld*
Patricia Owen *PC World*
Terri Mitchell *CIO*

7

Ann Jordan *Network World*
Caroline Forrester *Publish*

6

Carol Stiglic *Network World*
Gerald Davidson *PC World*
Aranzazu García *IDG Spain*

5

Kar Fai Lo *IDG Hong Kong*
Janet Huebner *IDG Books*
Alexander Bernardo *IDC*
Amie White *IDC*
Keiko Adachi *IDG Japan*
Johanna Rivard *Publish*

4

Carolyn Wong *ITworld.com*
Andrew Newman *IDC*

3

Jane Pfeiffer *IDG Denmark*
Dan Amrich *IDG Games Media Group*
Anne Schneider *IDC*
Philip Mendoza *IDC*
Angela Fung *CIO*
Richard Wood *IDG New Zealand*

2

Steve Barth *FCW Government Technology Group*
Andy Lo *IDG Hong Kong*
Lance Castonguay *IDG*
Karl Sundstrom *Publish*

1

Jessica Montgomery *IDG Books*
John Gravener *IDG Books*
Ramses Ramirez *IDG Books*
Chris Keller *IDG Books*
Angel Vidal *IDC*
Natasha David *IDG Australia*
Sherryl Lindsay *Laurentian Technomedia*
Walter Mastrapa *PC World Latin America*
Darrell Denney *IDG New Zealand*
Michelle Pedro *Publish*
Deb Podsen *Publish*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Japan

continued from page 1

Securities Group Inc., who talked about Daiwa's securities business and IT strategies.

- Satoshi Uchiyama, CEO, ITR Corp., on IT governance of e-commerce.
- Eiichi Matsubara, managing director of Japan Research Center, GartnerGroup, Inc., who spoke on whether a CIO can be the key person for corporate strategy decisions
- Yoshio Matsushita, partner, Tohmatsu Consulting Co., Ltd., who talked about management strategy and the keys to success in e-economy.

According to **Kimiko Niwa**, public relations manager for IDG Japan's convention unit, the conference – organized by **Setsuro Tamai**, president and CEO of IDG Japan, with promotional and telemarketing help from the editorial and ad sales departments – was a success. "The audience was very interested in new ideas concerning the role of a CIO and any information about e-commerce," she said.

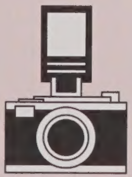
Conference sponsors included Sun Microsystems, Hewlett-Packard, SAS Institute and Net One.

Niwa said the next CIO Executive Seminar will be held this fall, although a date has yet to be fixed. For more information, contact Setsuro Tamai at stamai@idg.co.jp. WU

CIO Japan's first seminar event was a success thanks to: (Front, left to right): ***Gary Beach****, publisher, CIO Magazine (U.S.);* ***Yoshitomo Fukuda****, publisher, CIO Japan;* ***Hideki Koizumi****, assistant manager, advertising sales. (Back, left to right):* ***Yukari Sasaki****, executive secretary to president, IDG Japan;* ***Yoko Nishii****, executive director, books and publishing, IDG Japan;* ***Tomoko Kiyotsune****, assistant editor, CIO Japan;* ***Yasuhiro Watanabe****, deputy manager, advertising sales, IDG Japan;* ***Yuichi Tsujimura****, manager, advertising sales, IDG Japan.*

The 17th Annual IDG Employee Photo Calendar Contest is now under way!

Entries are now being accepted for the 17th annual IDG Employee Photo Calendar Contest. The contest is open to all IDG employees worldwide.



Twelve masterpieces will be selected for inclusion in the calendar that is distributed to all IDG employees worldwide at the end of the year.

Here are the rules:

1. You may submit up to two color or black-and-white prints or 35-mm slides that you have taken of any subject. Digital photos may be submitted only if printed on photographic quality paper.

2. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s). Note: Please do not write directly on the back of photos! **Photos will not be returned.**

3. Entries must be received by **Monday, Sept. 11**. Send your entries to: *IDG World Update*, Photo Calendar Contest, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A.

4. First, second and third place winners receive $250, $150 and $100, respectively.

5. Questions may be sent to *IDG World Update* at world_update@idg.com.

celebrating 10!

Name
Susanne Seidelhuber

Home
Vienna, Austria

Joined IDG Austria
November 1989 as a sales person. I've been selling ads for IDG Austria's publications ever since!

Most challenging part of your job
Despite the importance of sales figures, I'm always trying to strengthen the human side of selling.

Latest accomplishment
The personal contact with Pat McGovern on the occasion of my 10th anniversary.

I joined IDG because
I was looking for a job, didn't know the publishing branch at all and saw it as a great challenge.

Interests outside the office
Badminton, tennis, squash, reading books, sunbathing, spending my leisure time with good friends.

Favorite Web site
www.consors.de, a German stock brokerage and finance site.

What ability do you wish you had that you don't have?
I wish I could speak several languages fluently.

Dream destination
Yesterday it was St. Lucia, today the Seychelles, tomorrow I don't know, yet.

Four people — living or dead — you'd invite to a dinner party?
Marco Polo for his travel reports, Sting for the music, Snoopy for his humor, and my best friend.

Your idea of a perfect day alone?
I would sleep late in the morning, have a brunch at noon, go shopping in the afternoon, and in the evening I would read a good book with a glass of red wine.

One possession you'd grab if your house were on fire?
I hope never to come upon this situation!

What others can't tell just by looking at me
The state of my soul, which is the only thing that only belongs to me and can't be touched by others.

*IDG Chairman **Pat McGovern** recently escorted IDG Austria's **Susanne Seidelhuber** to dinner at the restaurant Korso in Vienna in honor of her decade of service to the company.*

Manager's Profile
"Susanne is the female veteran of the ad sales department; she contributes approximately 30 percent of the display ad revenues of *Computerwelt*. Her main characteristics are charming personality, cleverness and effectiveness."

– Manfred Weiss, managing director, IDG Austria

This one's for you, Dad

A look through U.S. history shows that in June 1909 Sonora Louise Smart Dodd first proposed the idea of a "father's day" as a way to honor her father, William Smart, who had been born in that month. A Civil War veteran, Smart was widowed when his wife died in childbirth with their sixth child, leaving him to raise the newborn and their five other children alone on a rural farm in eastern Washington. The first Father's Day was observed on June 19, 1910, in Spokane, Washington. In 1924 President Calvin Coolidge supported the idea of a national Father's Day, and in 1966 President Lyndon Johnson signed a proclamation declaring the third Sunday of June Father's Day.

Fathers' Day traditions: If your father is living, wear a red rose. If your father has passed away, wear a white rose.

Site of the month

Virtual Press Office
(www.virtualpressoffice.com)

Virtual Press Office is designed to eliminate the need for journalists to lug home stacks of press releases from trade shows and other events by offering access to thousands of press kits on its Web site. Once registered, the user selects what type of press releases he or she is interested in and will receive one-line descriptions of all releases matching those specifications. Full text is sent upon request.

*IDC Framingham Library Director **Merrill Walsh** includes sites that may be of interest to employees in her monthly highlights report.*

IDG **World**Update

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4.000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG WorldUpdate

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WWW.IDGWORLDUPDATE.COM

The Industry Standard flying high

Company charts aggressive course to continue building brand

During May and June, tens of thousands of San Francisco baseball fans sitting in their new waterfront stadium also watched a sloop cruising McCovey Cove. On the sloop's sail — The Standard's logo and URL.

The Industry Standard has been striking while the Internet economy is as hot as *The Standard* is. How hot?

- Circulation has more than doubled from 60,000 at the magazine's launch in April 1998 to 150,000 with this year's April 1 issue. The magazine expects to announce another significant circulation increase this fall.
- Ad pages have shot up from 251 in the fourth quarter of 1998 to 1,678 in the same quarter of 1999, an increase of 568%.
- Web-site traffic has skyrocketed to more than 7,000,000 page views per month, and the company recently reported 10,000,000 deliveries every week of its 19 online newsletters.
- The company's conference division has produced six sold-out events since its first Internet Summit in 1998 and has plans for 12 events in 2000.

According to **Kerry Zeida**, *The Standard*'s vice president of marketing, the company is looking to strengthen its leadership position in the Internet business information and services market with aggressive plans to build *The Standard* brand over the course of the year.

"*The Industry Standard* has already established itself as the leader among the so-called 'New Economy' titles, both in terms of quality journalism and advertiser support," he said. "Building on the magazine's momentum, we plan to introduce our growing audience of Internet business strategists to the other valuable products and services we offer on our Web site."

There's certainly been no escaping *The Standard* in its home base of San Francisco lately. Three new

continued on page 4

InfoWorld's CTO Forum caters to emerging corporate e-business 'heroes'

With companies increasingly looking to capitalize on technology-driven e-business initiatives, many are making room around the corporate board table for another chair, occupied by the newest member of the "C" club – the chief technology officer. Not to be confused with the chief information officer, CTOs are the technology drivers influencing technology decisions and supervising technology implementations.

Robert Carter, CTO at FedEx (second from left) and winner of InfoWorld's CTO of the Year award, and finalist George Grant, CTO from Autobytel.com, accept their trophies from IDG Chairman ***Pat McGovern*** *(left) and InfoWorld President and CEO* ***Steve Moylan*** *(right).*

Stepping in to support these new heroes of corporate America is InfoWorld Media Group, Inc., which last month launched its first annual CTO Forum in San Francisco. The three-day event brought together 150 CTOs from some of today's leading e-business companies, including Amazon.com, eToys, Autobytel.com and Ticketmaster Online-CitySearch.

"CTO are emerging as the new force in the e-business economy, and the CTO Forum was the first opportunity for these key drivers to meet, listen and learn from each other," said **Steve Moylan**, president and CEO of InfoWorld. "We appreciate the time these people took from the rigors of building businesses to reflect on the future of an industry."

With a focus on "Turning Internet Hype Into Business Reality," the CTO Forum was developed by *InfoWorld* editors with input from an advisory coun-

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CTO Forum

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television commercials, produced by TBWA/Chiat/Day of Los Angeles, began airing this spring on business cable programming in the Bay Area and in other targeted markets throughout the U.S.

This month and last, tens of thousands of baseball fans watching the San Francisco Giants play in their new waterfront stadium also got to watch a sloop cruising McCovey Cove alongside Pacific Bell Park. On the sloop's sail — *The Standard*'s logo and URL.

"We saw this as a creative alternative to reach our Internet audience in the Bay Area," Zeida said. "We were attracted to the exclusivity of advertising on an eye-catching 'moving billboard' in a dramatic setting."

And, since May, an estimated 250,000 daily commuters driving across the Bay Bridge from the East Bay have seen *The Standard*'s huge building-top billboard off the Embarcadero. Formerly owned by the California Lottery Association, the 40-ft. by 151-ft. billboard is one of the largest in California and has an embedded alphanumeric display constantly flashing *Standard* headlines. The magazine has a year's contract on the billboard.

media summit

The Standard has been flying farther afield, as well. In May, the company hosted its first annual day-long Media Summit at the Museum of Modern Art in New York City, in conjunction with *New York* magazine. More than 300 senior-level leaders from the business side of the film, television, magazine and book publishing, finance, e-commerce, advertising and music industries met to discuss how the Internet is transforming media. Featured speakers included the following:

- C. Michael Armstrong, CEO, AT&T.
- Geraldine Laybourne, CEO, Oxygen Media Entertainment Group.
- Arthur O. Sulzberger, chairman/publisher, *The New York Times*.
- Jack Romanos, COO/president, Simon & Schuster, Inc.
- Lisa Simpson, COO/group president, CBS Internet Group.

GLOBAL INTERNET SUMMIT

Continuing across the Atlantic, *The Standard* launched another conference, the invitation-only Global Internet Summit May 22-24 at the Hotel Arts in Barcelona, Spain. The conference attracted nearly 600 senior-level business leaders, predominately from Europe. Focusing on the issues affecting international business, technology and politics, speakers and panelists from Beijing to Buenos Aires looked at such topics as:

THE INDUSTRY STANDARD
THE NEWSMAGAZINE OF THE INTERNET ECONOMY
FUNKY MUSIC
WARNER S ODD
BID FOR EMI
ON THE INTERNET
THESTANDARD.COM

This huge billboard -- one of the largest in California -- is seen by an estimated 250,000 Bay Area commuters a day. The embedded display flashes a continuous string of headlines from The Standard.

IDG WORLD UPDATE

- Globalizing the Web.
- Taking China digital.
- The global messaging economy.
- International regulation, privacy, taxation and trade.
- The future of wireless technology and global commerce.

A seminar on the opening day of the conference on "The New Face of Leadership: The Global E-business Face-off" featured panelists from China, Argentina, Jordan, Sweden and the U.S. discussing the rules of tomorrow's e-commerce.

According to **Liz Hall**, senior conference manager for *The Standard*, the Summit will be held annually, possibly in Barcelona again in 2001.

"The Internet Economy will dominate business for the foreseeable future, and *The Standard* has a unique opportunity to lead in this space," said Zeida. "It is our goal at *The Standard* to be the brand businesspeople all over the world turn to for intelligent information and services that make their jobs easier, more productive and more satisfying."

For more information contact Kerry Zeida at kerryz@thestandard.com.

CTO, CIO two sides of same coin

The CTO and the CIO are very much like flip sides of the same coin. They are more complementary than adversarial. When it comes to e-business decisions, CTOs and CIOs share some functions but with distinctions. Where the business goals and technology intersect, that's when the CTO takes the lead. For example, the CTO more frequently approves strategy and technology decisions and, consequently, is responsible for supervising technology implementations. And overwhelmingly, the CTO is the one recommending technology decisions.

In contrast, the CIO spends more time setting overall strategy and communicating decisions to executives. The CIO on average, is more involved in setting business goals and negotiating with outsourcers. In general, while the CIO is concentrating on the 30,000-foot view, it's the CTO's job to separate technical fact from fiction.

Excerpted from a column written by IW Executive Editor/Features ***Siobhan Santinelli*** *appearing in the April 17 issue.*

CTO Forum

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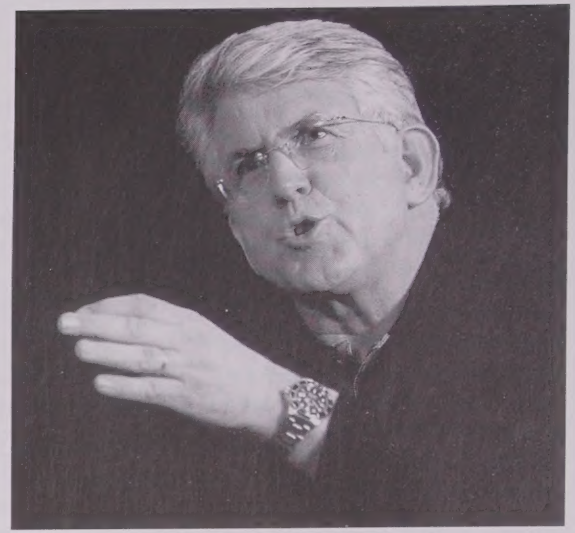
cil of CTOs. The event included keynotes from Bill Joy, co-founder of Sun Microsystems; Marc Andreessen, chairman of LoudCloud; and Geoff Yang, general partner of Redpoint Ventures. Paul Saffo, director of the Institute for the Future, moderated a discussion titled "Ethernet Inventor and Internet Catalyst: What's Next?" on which IDG Vice President Technology **Bob Metcalfe** and Andreessen served as panelists. Attendees also participated in a series of custom surveys on issues related to business strategy and technology deployment (see sidebar below).

"The only way to separate hype from reality is to gather the people responsible for building the new economy and have a candid exchange of ideas," said **Michael Vizard**, editor-in-chief *of InfoWorld*, who moderated the event. "We found that many of the core technology decisions still come down to fundamental business issues — getting to new markets gains a competitive advantage and deployment wins."

CTOs are a key component of *InfoWorld*'s readership. Each week the publication includes a series of features aimed at this audience segment: CTO Spotlight, E-business Trend Watch, E-business Enabler and CTO Interview. In addition, *InfoWorld* launched a new quarterly magazine on May 15 called *CTO FirstMover*. Polybagged with *InfoWorld*, the next issue of *CTO FirstMover* will appear Sept. 18.

For more details about the CTO Forum, contact **Marc Reed**, chief marketing officer, at marc_reed@infoworld.com.



IDG VP Technology and InfoWorld columnist ***Bob Metcalfe*** *makes a point during the panel discussion, "Ethernet Inventor and Internet Catalyst: What's Next?" at last month's CTO Forum.*

CTO FIRSTMOVER
NET REWARDS VS. RISKS

CTO FirstMover will be published quarterly.

CTOs weigh in on business issues, trends

Broadband technology is having a significant and immediate impact on business, while wireless applications are still in the early stages of deployment. So say the 150 attendees at InfoWorld's CTO Forum who participated in a series of surveys conducted via an automated polling system.

While 41% of CTOs surveyed report that broadband is significantly impacting their companies "right now," more than a third (36%) have no plans to deploy wireless applications. In the same survey, almost half of the CTOs (45%) report that access to new markets is the key driver of Internet commerce, ahead of reducing the cost of doing business and ties to business partners.

INFOWORLD CTO FORUM
TURNING INTERNET HYPE INTO BUSINESS REALITY

A survey of the same CTOs earlier in the week indicated that most feel like "corporate triathletes," required to master technology, business and implementation, with implementation being the greatest challenge for e-business.

Business issues in the CTO survey include:

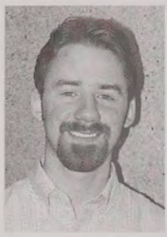
- Access to new channels or markets is the biggest change to companies (45%), thanks to Internet commerce, followed by reducing the cost of doing business (27%) and ties to new and existing business partners (21%).
- Building systems that can handle the demands of future users is the most important factor driving data integration for almost half the CTOs (48%), ahead of access to data on legacy systems (30%) and changes in business model (16%).

Among trends in technology:

- Broadband technology is significantly impacting 41% of businesses right now, followed by 42% of CTOs who believe it will significantly impact business in a year or two.
- More than a third of the CTOs (36%) have no plans to deploy wireless applications, less than one-fourth (24%) actually have deployed wireless applications, with 40% planning deployment soon.

For more information on CTO survey results, see the May 22 issue of *InfoWorld* or contact **Lara Mirosnkoff** at lara_mirosnkoff@infoworld.com.

noteworthy people



Costello

Baly

Burnham

Kahler

Carty

Zammett

IDG WORLD UPDATE PHOTOS

New employees

Just a month after graduating with a B.A. in media studies from Ithaca College in Ithaca, N.Y., **Sam Costello** has joined the IDG News Service in Boston as an editorial assistant. While a student he founded a 40-page general-interest monthly magazine and also worked as assistant to the coordinator at nearby Cornell University's Committee on U.S.-Latin American Relations. Outside the office, Sam enjoys reading (short stories, lately) and fiction writing.

After working on a contract basis for IDG Books' channel marketing department in Foster City, Calif., **Karen Baly** has been hired as a channel marketing coordinator. She has also worked for Remedy Software Co. and Barnes and Noble. She earned a B.A. in English from the University of Iowa, likes hiking, rock climbing and flea markets and recently landscaped her back yard, transforming it "from a total shambles to something much more attractive."

IDG Books has hired **Julie Campbell Moss** as an associate copy editor in its Foster City, Calif., office. She is currently pursuing and M.F.A. in creative writing at Mills College in Oakland, Calif., where she also works as a teaching assistant. She holds a B.A. in English from the University of Illinois/Chicago. She likes to write young-adult fiction and take weekend road trips and claims to have recently "doubled my money playing video poker."

Michelle Burnham is *InfoWorld's* new director of human resources. She was previously national human resources manager with Inventa Corp., overseeing six national offices. She graduated from the University of Arizona with a B.S. in political science and likes to travel and play tennis.

InfoWorld has hired **Joanie Bronzini** as an associate editor in the Reviews department. She was previously an account executive with the public relations firm Shandwick Emergent. She graduated from Santa Clara (Calif.) University with a B.A. in communications with an emphasis on journalism. Joanie enjoys sailing, cooking and recently re-landscaped her front yard, installing an automatic sprinkler system.

A recent graduate of San Francisco's Golden Gate University with an M.A. in industrial/organizational psychology, **Sarah Kahler** joins IDG's Human Resources Services Division in San Francisco as a training and development coordinator. She also holds a B.S. in psychology from Nebraska Wesleyan University.

Jennifer Carty joins IDG in Framingham as a human resource assistant, coming from Boston Scientific Corp. where she was a college relations/recruiting intern. She graduated from Babson College in Wellesley, Mass., with a B.A. in business administration. She recently raised more than $200 for the Boston Walk for Breast Cancer and enjoys tap dancing and skiing.

Financial Analyst **June Zammett** comes to the IDG Financial Accounting group in Framingham from Beth Israel Medical Center where she was a staff accountant. She holds a B.S./B.A. in management from Boston's Northeastern University and likes to travel and shop.

Michelle Fitzpatrick has been hired by IDC in Framingham as an events planner. She comes from Cognex Corp. where she was a senior event and meeting specialist and holds a B.S. in marketing from Stonehill College in North Easton, Mass.

IDC has hired **Ned May** as a senior research analyst in the Worldwide Services division in its Framingham office. After working as a freelance financial journalist in the U.S., he recently spent three years in Prague working for an international law firm. He holds a B.A. in economics and government from Bowdoin College in Brunswick, Me., and, after working on the first year of an M.B.A. in Barcelona, is currently completing the degree at Babson College in Wellesley, Mass. He is also a photographer and sailor.

Also in Framingham, IDC welcomes Research Analyst **Michael Brennan**, who will be focusing on the e-learning industry. He is a double graduate of Boston University, having recently earned an M.B.A. and previously a B.S. in physical therapy. Michael is a personal trainer and also enjoys golf and movies.

The U.K.'s *PC Advisor* has hired **Andrew Charlesworth** as editor. He comes to IDG from Ziff-Davis' — "God rest her soul," he said — *IT Week* where he was management editor. He holds a degree in engineering from Kingston College and enjoys acting.

Sales Assistant **Lisa Londrillo** comes to *Network World's* Mid-Atlantic sales office from 3Com Corp. where she was a district administrator. Away from the office she enjoys working out and gardening.

Previously a staff writer covering the business beat for *The Trenton Times*, **Danielle Dunne** is now a Web writer for *CIO* magazine. She graduated from Johns Hopkins University in Baltimore, Md., with a B.A. in English and economics. Away from her desk she like to golf and ski.

Joe Raffetto is Mac Publishing L.L.C.'s new online programs manager, coming to the magazine from the University of California/Santa Barbara Extension where he was marketing manager. He holds a B.A. in comparative literature from San Diego (Calif.) State University, and enjoys sports and books, the latter interest evidenced in his Web site, www.bookfuse.com, an online book resource with reviews, literary links, writer interviews and more.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG

Week of June 26, 2000

Circulation Assistant (Computerworld)

Computerworld has an immediate, entry level opportunity for Circulation Assistant. In this position, you will provide clerical assistance in processing qualification forms and customer service requests. This will include processing subscriber requests, re-classifying answers given by subscribers on qualification forms, assisting with "mock audits" and checking for duplicates on circulation files. You will work closely with the other members of the circulation department as well as fulfillment service bureau account representatives. Candidates should possess a high school diploma and good computer skills. Prior experience in an administrative capacity would be helpful. *Location: Framingham MA*

Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Online Communities Researcher (Computerworld)

Computerworld has an opening for an Online Communities Researcher. This person will be primarily but not exclusively devoted to assisting the Community Page editors with keeping page resources/content updated/timely and unique. As we add more and more pages, we are going to need someone who is constantly looking around for community members and moderators, for related links, newsletters, mailing lists, books, training, conferences, seminars, stories, topics, issues, etc. This person will help the communities editors in terms of contacting resources and updating the pages, and function as a backup to the editor on some levels when they are out. The job will also take on some graphics posting/shepherding duties (and perhaps serve as a backup to the Editorial Graphics Coordinator and the Online Producer). This person will also serve as a backup on big research projects or when any of the staff researchers or research librarian is out, taking care of tasks such as posting the daily news feed we provide the staff. This position requires a flexible, technically-oriented, self starter with online research and customer service skills. *Location: Framingham MA*

Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Online Producer (Computerworld)

Computerworld has an opening for an Online Producer. This jack-of-all-trades position would cover a number of responsibilities such as copy editing when needed; working with the Editorial Graphics Coordinator to track, move, post and update graphic images on the site; taking on a good chunk of the Content Management Application posting process from the online news editors; and assisting the site's managing editor in tracking and fixing problems such as broken links; plus a variety of website housekeeping items, posting stories, maintaining the IT resources page, etc. This person would be expected to grow into a role in packaging stories with online links and in some cases taking ownership of orphan areas of the site. The position, which will evolve with the website in many ways, would report to the Website managing editor. The ideal candidate will be flexible, technically-oriented or at least skilled in HTML. Prior web experience is a plus. We'll be looking for a self-starter and a multitasker -- someone who likes process (and creating process), who likes to solve problems and take on new challenges. Copy editing experience will is also a plus. *Location: Framingham MA*

Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Special Projects Assistant (CXO Media)

This individual will assist with special issues and award programs within CXO's dynamic and fast-paced Editorial Department. Responsibilities include: coordinating all admin and timelines for special projects, research input and coordination, overseeing the database, media kit mailings, executing related correspondence and interacting with internal/external departments. Will also be available for fact checking, research and general admin activities within the department. The ideal candidate will have strong inter-personal and organizational skills along with 3+ years of business experience. Candidates should also have strong computer skills including Filemaker Pro (or other DTB program), good writing skills, and the ability to work independently. *Location: Framingham MA*

Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Sr. Research Analyst, Information Security Services (IDC)

To keep pace with the rapid growth in demand for IDC's market intelligence in the network and information security services area, IDC is seeking a Senior Research Analyst who will be responsible for identifying emerging opportunities for information security consulting, integration, and management firms to profitably grow their businesses. This analyst will identify best-of-breed firms and forecast key security services trends. This is a high-profile position in which the successful candidate will have frequent contact with the press, Wall Street firms, and senior industry services executives. Candidates must possess excellent writing, communication and quantitative skills. MA/MBA graduate with experience. *Location: Framingham MA*

Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Sales Director / AVP (IDC)

This is a Full Time sales management position that requires 10 to 15 years industry selling/management experience. Strong familiarity with computer industry a must. Previous sales of syndicated research a strong positive. Position will head up a focused sales team effort concentrating on BOTH New business and Installed Hardware and Networking/Telecom Accounts. Position will report directly to Group VP, Industry Sales. Position will be handling and achieving approximately $20,000,000+ of IDC US Bookings quota (plus appropriate Global quota) and be responsible for a team of approximately 15+ Sales and Sales support individuals. Person will be responsible for recruiting, training, performance evaluations and will assist closely with GVP in planning and setting annual quota plans, as well as quarterly MBO's. In addition, position requires professional management of large expense budget. Position requires 20 to 25% overnight travel. Very strong and assertive phone and selling skills a must, as well as a good team player and attitude.
Location: Framingham MA

Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

IT Market Research Consultant (IDC Asia/Pacific)

The selected candidate will be responsible for consulting activities and conducting customized market research studies in Hong Kong and the Asia/Pacific region. Familiar with Information Technology industry trends and market dynamics; experience and knowledge of market research tools and techniques; job experience in the IT industry in marketing/ product management/ channel management/ strategic planning functions of at least 3 years; post-graduate degree or a bachelor's degree in Computer Science/Technology or equivalent qualification; ability to speak and write good English is necessary. Mandarin and Cantonese speaking is advantageous; strong quantitative and analytical aptitude. *Location: Hong Kong*
Contact: D. Philbin, Fax: 508-424-4875, Phone: 508-935-4173, Email: dphilbin@idc.com

Market Analyst, Systems and Servers Research (IDC Asia/Pacific)

Reporting to the regional Associate Director of systems and servers, the position will include the following job responsibilities: Construction and maintenance of various information resources covering the server and workstation markets; Collecting information within Hong Kong, and coordinating the regional data collection process with 10 country analysts; Assisting in the development and production of reports, bulletins and other forms of market analysis; Establish/Maintain vendor and channel partner relationships within the Asia/Pacific region; Provide customer inquiry support. Requirements: Degree/Diploma in Business, Computer Science/Technology or its equivalent; 1-2 years experience in IT/ Market Research or associated field; Should be comfortable analyzing large amounts of data; Ability to speak and write good English is necessary. Mandarin and Cantonese speaking is advantageous; Minimum database skills. *Location: Hong Kong*
Contact: D. Philbin, Fax: 508-424-4875, Phone: 508-935-4173, Email: dphilbin@idc.com

Senior Market Analyst, Online Financial Services (IDC Asia/Pacific)

The selected candidate will be responsible for managing IDC Asia/Pacific's online financial services research including Internet banking, brokerage, lending and insurance. Familiar with Information Technology industry trends and market dynamics in the Internet arena, and job experience, in the Finance industry, of at least 3 years. Experience and knowledge of market research tools and techniques; post-graduate degree or a bachelor's degree; ability to speak and write excellent English is necessary. Mandarin and Cantonese speaking is advantageous, but not necessary; strong quantitative and analytical aptitude; presentation skills.
Location: Hong Kong
Contact: D. Philbin, Fax: 508-424-4875, Phone: 508-935-4173, Email: dphilbin@idc.com

Senior Market Analyst, Outsourcing Services (IDC Asia/Pacific)

The selected candidate will be responsible for managing IDC Asia/Pacific's outsourcing services continuous research program including desktop and network management, data center transition, processing services and business process management. Familiar with Information Technology industry trends and market dynamics in the Services arena, along with job experience, in the Services industry, of at least 2 years. Experience and knowledge of market research tools and techniques; post-graduate degree or a bachelor's degree; ability to speak and write excellent English is necessary. Mandarin and Cantonese speaking is advantageous, but not necessary; strong quantitative and analytical aptitude; presentation skills. *Location: Hong Kong*
Contact: D. Philbin, Fax: 508-424-4875, Phone: 508-935-4173, Email: dphilbin@idc.com

Senior Market Analyst, Services Competitive Analysis (IDC Asia/Pacific)

The selected candidate will be responsible for managing IDC Asia/Pacific's services leaders and contenders continuous research program, which will primarily comprise profiling players and evaluating their capabilities. Familiar with Information Technology industry trends and market dynamics in the Services arena, along with job experience, in the Services industry, of at least 2 years. Experience and knowledge of market research tools and techniques; post-graduate degree or a bachelor's degree; ability to speak and write excellent English is necessary. Mandarin and Cantonese speaking is advantageous, but not necessary; strong quantitative and analytical aptitude; presentation skills. *Location: Hong Kong*
Contact: D. Philbin, Fax: 508-424-4875, Phone: 508-935-4173, Email: dphilbin@idc.com

Online Advertising Coordinator (IDG Communications)

IDG Communications is looking for an Online Advertising Coordinator in the San Francisco office. Reporting into the Production Manager, the main responsibilities for this position include monitoring online advertising campaign fulfillment, generating client tracking and analysis reports, monitoring the overall performance of specific sites within the IDG network, and monitoring the inventory of specific IDG websites. This position requires strong skills in Excel, analytical skills for data and statistical manipulation, the ability to work with deadlines, and strong communication skills for both sales and client interaction. *Location: San Francisco CA*
Contact: L. Hwang, Fax: No fax number, Phone: 415-978-3302, Email: linda_hwang@idg.com

National Accounts Analyst (IDG Communications)

The National Accounts Analyst will analyze competitive investments, rates, discounts and group buys to construct multi-publication advertising proposals and contracts. Project management responsibilities include identifying potential areas of concern and solving those problems quickly and efficiently, as well as overseeing each proposal from initial scenario stage to final contract format. He/she will work with IDG sales executives to negotiate and sell proposals within/outside of IDG, track spending and compliance, and respond to client requests. To succeed in this entrepreneurial environment, candidates should combine an interest in IT with superior quantitative, analytical, and communication abilities. Solid organizational skills, an eye for detail, BA/BS (or equiv) and 2 years of related experience are required.
Location: San Francisco CA
Contact: H. Nghi, Fax: 415-974-7304, Phone: No phone number, Email: hanh_nghi@idg.com

Acquisition Coordinator (IDG Books Worldwide)
Apply strong organizational skills to perform acquisition based administrative responsibilities involving researching categories and competitive titles, assisting in the preparation of publication packets and tipsiest, coordinating the acquisition and use of photos and illustrations, updating pub. schedules tracking vendor invoices, creating spending reports, and processing author payments. In addition, the successful candidate will perform project development and management functions, handle customer and author issues and serve as a liaison to the editorial and marketing teams. Candidates should possess excellent verbal and written communication skills and proficiency in Excel, Word, and PowerPoint. Ability to work well under pressure and prioritize multiple deadlines is essential. A college degree and publishing experience preferred. *Location: New York NY*
Contact: J. Meyers, Fax: 212-884-5554, Phone: No phone number, Email: nyjobs@idgbooks.com

Editor (IDG Books Worldwide)
Candidates should have 1-2 years or more experience acquiring and editing manuscripts, negotiating contracts, writing copy, scheduling titles for publishing seasons and all aspects of working to publish and promote 12-24titles a year. Interest in or experience with pets highly desirable. *Location: New York NY*
Contact: J. Meyers, Fax: 212-654-4731, Phone: 212-654-8504, Email: nyjobs@idgbooks.com

Editorial Administration Coordinator (IDG Books Worldwide)
Manage and maintain the Tech Editorial Publishing schedule, updating the projects tracking database, track changes/dates with departments outside of editorial, and create reports for the Editorial Directors and Publishers. Will also coordinate with Acquisitions, Production, and Inventory to set up, launch, and track the status of Tech titles. Requirements include database and Excel spreadsheet experience, excellent attention to detail, strong communication and time management skills. *Location: Indianapolis IN*
Contact: M. Boese, Fax: 317-572-4001, Phone: 317-572-3359, Email: injobs@idgbooks.com

Single Copy Sales Associate Mgr./Mgr. (IDG Games Media Group)
The Single Copy Sales Associate Mgr./Mgr. will manage GamePro's direct single copy distribution channels, including retail, and specialty store accounts (with the exception of the Newsstand channel). Responsibilities include planning, promotion development, financial analysis, budgeting, and management of distributors, consultants, and corporate administrative support staff. This position will also be involved in subscription development programs related to package insert, retail, and corporate sponsorship programs. Qualified candidates will have 2+ years experience in single copy sales. Electronic gaming or consumer publishing experience a plus. Candidates should be creative, efficient, and organized with excellent written/verbal communication skills. PC proficiency in Excel and Word, strong financial and analytical skills, and the ability to handle/prioritize multiple tasks in a fast-paced environment are a must. BA/BS or equivalent experience preferred. Title and compensation commensurate with experience. *Location: San Francisco CA*
Contact: B. Hooven, Fax: 415-975-2609, Phone: No phone number, Email: bhooven@gamepro.com

International Sales Assistant (IDG Global Solutions)
The International Sales Assistant will work with and support the sales team at IDG GS. The Sales Assistant will be expected to file and organize the publications in the media library, compile media kits utilizing the publications database, book advertising with international publications in the sales order system, and provide general administrative support (faxing, filing, copying). In addition, this position will provide support for the Operations/Administrative segment of the IDG GS team, including assistance with monthly client invoicing; communication with our international IDG offices; and miscellaneous tasks as needed. The environment is fast-paced and requires superb attention to detail, strong organizational skills, excellent phone skills, and a 'can do' client-service attitude. Candidates should have exceptional written and verbal communications skills with a demonstrated ability to work as a team. Proficiency in Lotus Notes, Microsoft Office- Excel, Word and Powerpoint required. Fluency in a second language a definite plus. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

Director of Event Marketing (InfoWorld)
InfoWorld Media Group, publisher of InfoWorld, the award winning IT news publication, developer of InfoWorld.com, producer of CTO Forum, is looking for a Director of Event Marketing. In this role, the Director of Event Marketing will be responsible for the overall planning and execution of InfoWorld's event strategy, including CTO Forum, editorial and sales events, and industry tradeshows. Specific responsibilities include evaluating and recommending events and tradeshow participation based on the strategic goals of InfoWorld, supervising pre-event/show strategy sessions to define objectives and scope of participation, developing creative ideas for enhancing participation at events including driving traffic to the web, and managing post-show analysis sessions to measure event success. The ideal candidate will possess solid project management skills, including communication and presentation skills and strong negotiation skills for managing vendors. BA/BS Degree and5 -7 years of experience managing corporate events and tradeshows. *Location: San Mateo CA*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

Director of Marketing (InfoWorld)
InfoWorld Media Group, publisher of InfoWorld, the award winning IT news weekly, developer of InfoWorld.com, an on-line resource for forward thinking IT professionals and producer of CTO Forum, has a unique opportunity for a Director of Marketing. In this role, the Director of Marketing will be responsible for supervising the strategic direction and execution of marketing programs & initiatives, creating effective communications strategy and managing high level ad agency contacts and other partnerships. The ideal candidate will possess exceptional communication skills, both written and oral, as well as strong analytical, strategic and organizational skills. Requires publishing industry knowledge, a proven track record of developing marketing communications programs for tech companies, and minimum of 7 years in related field. BA/BS Degree or equivalent experience. *Location: San Mateo CA*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

New Gig Columnist (PT, Contract) (Industry Standard)
The Industry Standard is currently seeking an experienced writer/reporter to produce weekly column on executive job moves in the Internet economy for the New Gig section of The Industry Standard. Must have the ability to break news about high-level placements on tight deadlines, and write with flair. Experience and interest in Internet recruiting/career issues and a rolodex of contacts in the industry highly desirable. Minimum requirements include four years reporting/writing experience for a business publication. Please send a resume and 3-4 relevant clips (no attachments please). *Location: San Francisco CA*
Contact: P. Traylor, Fax: 415-733-5401, Phone: 415-591-6982, Email: ptraylor@thestandard.com

On-line Researcher (Network World)
Network World Fusion (http://www.nwfusion.com) is seeking a full-time Researcher to help our readers get up to speed and stay informed on key networking technologies, issues and companies. The successful candidate will develop and maintain our Research pages, which link readers to articles and resources in key networking areas. Will work closely with our news, newsletter and features departments to identify on-line articles and resources to link to our daily and weekly articles. Will also play a key role in rolling out our new database-driven publishing system over the next few months. Ability to work on daily deadlines and familiarity with on-line and database searching a must. Knowledge of networking technologies and HTML preferred. *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

Online Designer (Network World)
Network World is seeking a talented Online Designer to join our award-winning design team. Successful candidate must have 2-5 years experience designing in a web environment. Will be responsible for overall design of the site, including, creating daily information graphics, converting graphics, photography and illustration from our print magazine to use online, researching and implementing cutting-edge design technologies. Must be able to construct and modify web pages, must be proficient in Photoshop, Dreamweaver and Freehand or Illustrator. Working knowledge of Flash, Fireworks and HTML is a plus. *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

Web Newsletter Coordinator (Network World)
Responsible for assisting in the production operations related to Webadvertising in Network World's e-mail newsletters, and readying e-mail newsletters for final delivery to customers via the Web. The coordinator will work by phone and through e-mail with editorial, advertising, and sales personnel to manage and test Web URLs, as well as to combine information from different sources into one e-mail template. This position requires the ability to work under manageable but steady deadlines, and to handle multiple tasks at once. Candidate should be detail oriented. The job includes training to use several Web-related computer software programs.
Location: Southborough MA
Contact: M. Brunaccini, Fax: 508-490-6454,508-490-6454, Phone: 508-490-6474,, Email: hotjobs@nww.com,mbrunnaccini@nww.com

Research Assistant (PC World)
The Research Assistant provides a combination of analytical and administrative support to PC World's research department. He/she will be expected to construct and execute tabulations on syndicated and primary research, collect data, provide preliminary analyses, and update presentations with newly released data. He/she will provide administrative support, including distribution of research materials, library files, database maintenance, and general assistance to the department as required. Experience using Telmar or similar software is preferred, as is familiarity with syndicated readership studies such as IntelliQuest CIMS and MRI, and syndicated online studies such as Media Metrix and @plan. Qualified candidates will possess solid analytical, organizational and communication skills. Attention to detail and accuracy is imperative, along with the ability to balance and complete many projects in a deadline-oriented environment. He/she should have a practical working grasp of data analysis and statistics, proficiency with PC applications such as Excel and PowerPoint, and the ability to work reliably on an independent basis. This position provides a great opportunity for those interested in a career in market research. *Location: San Francisco CA*
Contact: G. Davidson, Fax: 415-974-7404, Phone: 415-978-3392, Email: gerry_davidson@pcworld.com

Circulation Director (Publish)
This is a new position reporting to the VP. In this position, you will create and administer all direct to publisher new business, renewals, billings, and acknowledgments. Your primary responsibilities will include developing programs to reach circulation goals; implementing direct response promotions, including new direct mail, renewals, Internet, outside advertising, magazine inserts; supervising promotion products, list research and lettershop instructions. The preferred candidate will have experience in direct marketing in publishing or a related field. Solid knowledge of print production, lettershop and spreadsheets is essential. Excellent project management and creative thinking skills are a must. *Location: Topsfield MA*
Contact: C. Smith, Fax: 978-887-3177, Phone: 978-887-7900, Email: newjobs@publish.com

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24

Therese Bergstrom *IDC*

15

Egon Margraf *IDG Germany*

14

Helmut Sedlmeier *IDG Germany*
Corinne Schmidt *IDG Switzerland*
Pim Bilderbeek *IDC Benelux*
Susan Egan *InfoWorld*

13

Faith Marcello *Computerworld*

12

Kelly Ackley *IDG Books*
Harald Brechtl *IDG Germany*
Michelle Wong *IDG Singapore*
Julie Gilbert *IDG New Zealand*
ebra Brown *InfoWorld*

11

Maryfran Johnson *Computerworld*
Jan-Bernd Meyer *IDG Germany*
Hans-Albrecht Simon *IDG Germany*
Francisco Sanchez *IDG Spain*
Robert Peterson *InfoWorld*

10

Petra Hermann *IDG Germany*
Torben Sørensen *IDG Denmark*
Julio Vial *IDC U.K.*
Mandy Tse-Wong *IDG*
Judith Mallman *InfoWorld*

9

Enrico Lotti *IDG Italy*
Ornella Fusina *IDG Italy*
Angelique Forster *IDG Germany*
Claudia Jachtmann *IDG U.K.*

8

Andreas Borchert *IDG Germany*

7

ilvia Friedel *IDG Germany*
Maud Sarde *IDG Denmark*
Doris Gutzelnigg *IDG Austria*

6

Trudy Coler *IDG Books*
Anne Saunders *FCW Gov't Technology Group*
Marlene Silla *IDG Germany*
Britta Tuttenberg *IDG Germany*
Ana Orubeondo *InfoWorld*
Sandra Kolste-Jimenez *InfoWorld*

5

Anna Rohrer *IDG Books*
Jeff Julian *IDG.net*
Sabine Ranft *IDG Germany*

4

Heather Dismore *IDG Books*
Peter Tripodi *IDG Central Services*
Wolfgang Herrmann *IDG Germany*
Martin Seiler *IDG Germany*
Hans Ludwig *IDG Germany*
Keith Casner *InfoWorld*
Ronald Paulino *InfoWorld*

3

Kevin Thornton *IDG Books*
Kristin Nash *IDG Books*
Sandra Strohmeier *IDG Germany*
Bernhard Wittmann *IDG Germany*
Holger Seiffert *IDG Germany*
Ursula Zimmermann *IDG Germany*
Michael Schnelle *IDG Germany*
Ulrike Kopp *IDG Germany*
Torben Simonsen *IDG Denmark*
Terina Scott *IDC Australia*
Jill Lim *IDC Singapore*
Wilson Kan *PC World Hong Kong*
Barbara Fredericks *InfoWorld*
Julia Reid *InfoWorld*

2

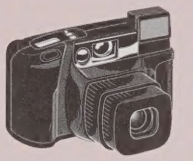
Carol Ann Tonn *IDG Global Solutions*
Daintry Duffy *CXO Media Inc.*
Megan Follin *FCW Gov't Technology Group*
Betty Busby *IDG Books*
Kathy Yankton *IDG Books*
Karen Bresnan *IDG Books*
Barbara Apanites *IDG Books*
Cynthia Doyle *IDC*
Robert Rawson *Computerworld*
Patrick McConnell *PC World*
Andreas Fischer *IDG Germany*
Pamela Wallenfels *IDG Germany*
Alexander Freimark *IDG Germany*
Kristina Grasse *IDG Germany*
Sabine Wittmann *IDG Germany*
Michael Andress *IDG Germany*
Andreas Kroschel *IDG Germany*
Ariane Krensing *IDG Germany*
Renate Rachle *IDG Germany*
Philip Odgers *IDC U.K.*
Natalie Taylor *IDC U.K.*
Keita Kuramoto *IDG Japan*
Silvia Raggi *IDG Italy*
Leslie O'Neill *InfoWorld*
Robert Cathey *InfoWorld*
Mario Apicella *InfoWorld*

1

Christopher Thomsen *IDG Books*
Chance Wong *IDG Books*
James Reimers *IDG Books*
Kelly Matthews *IDC*
George Mahowald *IDC*
Jo Williamson *IDG Global Solutions*
Diana Turco *Computerworld*
Elena ReGarbagnati *IDG Italy*
Sandra Pomalo *IDG Germany*
Reinhard Baum *IDG Germany*
Nico Ernst *IDG Germany*
Frank Klinkenberg-Haass *IDG Germany*
Martin Helff *IDG Germany*
Ariane Afrough *IDC U.K.*
Paul Brannen *IDC Canada*
Raymond Quan *IDC Canada*
Jie Mei *IDG Switzerland*
Natascha van den Berg *IDC Benelux*
Stan Koeleman *IDC Benelux*
Jocelyn Mendoza *InfoWorld*
Lijun Lin *InfoWorld*
Lori Piquet *InfoWorld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Send in those photos! The 17th Annual IDG Employee Photo Calendar Contest is under way!



Entries are now being accepted for the 17th annual IDG Employee Photo Calendar Contest. The contest is open to all IDG employees worldwide.

Twelve masterpieces will be selected for inclusion in the calendar that is distributed to all IDG employees worldwide at the end of the year. Here are the rules:

1. You may submit up to two color or black-and-white prints or 35-mm slides that you have taken of any subject. Digital photos may be submitted only if printed on photographic quality paper.

2. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s). Note: Please do not write directly on the back of photos! A business card taped to the back of the photo works well. **Photos will not be returned.**

3. Entries must be received by **Monday, Sept. 11**. Send your entries to: *IDG World Update*, Photo Calendar Contest, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A.

4. First, second and third place winners receive $250, $150 and $100, respectively.

5. Questions may be sent to *IDG World Update* at world_update@idg.com.

celebrating 10!

Name
Laurel Peddie

Home
Quincy, Mass.

Joined IDG
Sept. 21, 1987, as assistant to the associate publisher at *Digital NEWS*.

Career path since joining IDG
Started working with IDG at start-up *Digital NEWS* with **Pat Kenealy**. After *Digital NEWS* was sold to Ziff, moved to IDC working as a sales operations manager for **Larry Bishop**. Moved over to *InfoWorld* working as the East Coast sales administration manager.

Current title
Sales administration manager for the East Coast sales team. I work directly with the East Coast ad director. The territory consists of seven regional managers and sales associates. Responsibilities go from tracking weekly revenue, market share, planning events, assisting the ad director, managing seven sales associates and putting out those daily fires!

Most challenging part of your job
Juggling at least seven projects at one time!

Best part of your job
The interaction and support of all the sales professionals in the Eastern region.

Latest accomplishment
Buying my first home.

I joined IDG because
I wanted to work at the best publishing company in the world.

What's kept you at IDG for 10 years?
The talented people. I have been so lucky to start my career at IDG with Pat Kenealy and continue and grow at *InfoWorld* with **Stephen Moylan**.

Laurel Peddie *joins IDG Chairman* ***Pat McGovern*** *for dinner at Boston's Ritz Carlton in honor of her 10 years of service to IDG.*

Best compliment you've ever received on your work?
"The East Coast would crumble if you weren't a part of it."

One possession you'd grab if your house were on fire?
That would be my most important possession: Millie my cat.

What others can't tell just by looking at me
Give it to me, I can handle it.

Manager's profile
"Laurel has the kind of commitment to *InfoWorld* and to IDG that is rare in today's workplace. During her tenure at IDG she has experienced the start-up phase of a business unit, with *Digital NEWS*, helped IDC grow to new heights and she is currently one of the key players that keeps the Eastern Region Advertising Sales Group at *InfoWorld* on top of its game. Laurel plays a very important part in the success of any team that she is on. I am very proud to have her on my team at *InfoWorld*."

— Tom Grimshaw, advertising director, East, InfoWorld

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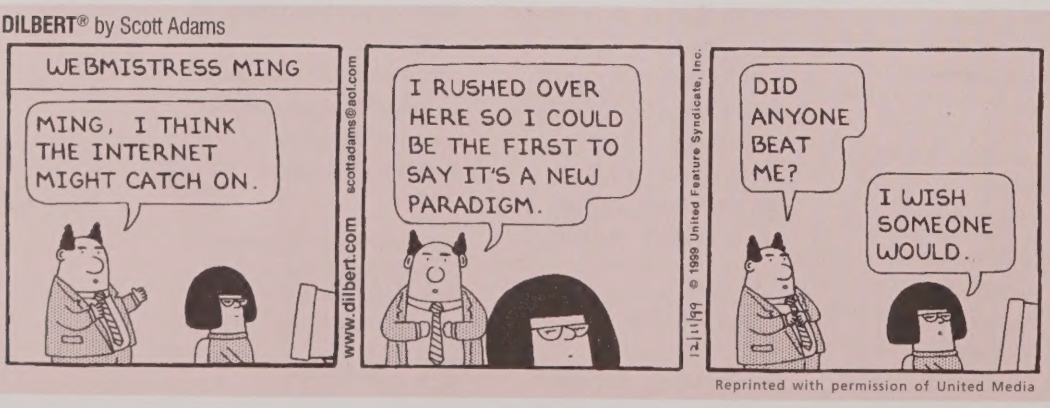

WEBMISTRESS MING
MING, I THINK THE INTERNET MIGHT CATCH ON.
www.dilbert.com scottadams@aol.com
I RUSHED OVER HERE SO I COULD BE THE FIRST TO SAY IT'S A NEW PARADIGM.
12/11/99 © 1999 United Feature Syndicate, Inc.
DID ANYONE BEAT ME?
I WISH SOMEONE WOULD.

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Coming up

CyberVenture Expo
An IDG Japan event
July 5-8
Makurari Messe
Chiba City
Japan
www.idgexpo.com/english

Internet Summit 2000
July 15-18, 2000
Laguna Nigel, Calif.
Contact: The Industry Standard
www.thestandard.com/events

Macworld Expo
An IDG World Expo event
July 18-21
New York
www.macworldexpo.com

IDC Latin America Briefing
"Central America, Caribbean, and Andino PC Outlook: New Trends and Channel Dynamics"
July 25
Coral Gables, Fla.
www.idc.com/idcla

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4.000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

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WWW.IDGWORLDUPDATE.COM

IDG most honored publisher at annual ASBPE awards ceremony

Five IDG publications take home 21 national awards in 14 categories

At its 21st annual National Awards ceremony held last month at the Finnish Embassy in Washington, D.C., the American Society of Business Publication Editors (ASBPE) recognized IDG with 21 awards, more than any other publisher. For the third consecutive year, *PC World, Network World, Computerworld, CIO* and *Federal Computer Week* publications took home top honors in 14 categories — including a sweep in the Original Online News Section or Newsletter category.

"IDG's publications continue to be recognized as the leading information source for technology news, features, product reviews and case studies for business leaders in the new Internet economy," said **Kelly Conlin**, IDG president and CEO. "ASBPE is widely recognized throughout the industry as a strict judge of journalistic and creative excellence, we are honored to be held in such high regard by this influential and respected group."

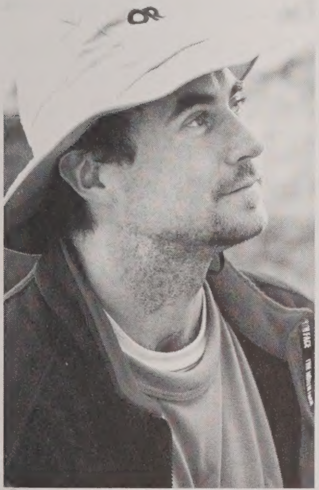
continued on page 5

*Displaying four of the eight ASBPE awards received by PC World are (back row, (l-r): **Liane Gouthro**, staff editor; **Harry McCracken**, executive editor; and **Randy Ross**, executive editor. Front row (l-r): **Tom Spring**, senior reporter, and **Eric Bender**, executive editor.*

IDG WORLD UPDATE

*Computerworld captured two silver and two bronze awards in the ASBPE's national awards competition. Among those responsible for the achievement (front row, l-r): **Patricia Keefe**, editorial director, print/online, and **Rick Saia**, columns editor. Back row (l-r) **Stephanie Faucher**, art director; **Mitchell Hayes**, art director; **Julie D'Errico**, graphic designer; and **April O'Connor**, associate art director.*

Macworld sponsorship effort takes an adventurous turn



*Former Macworld Editor **Michael Penwarden** will journey to Borneo to compete in the upcoming Eco-Challenge 2000 on a team that counts Mac Publishing among its major corporate sponsors.*

Sponsor different.

Macworld is about to go where no IDG publication has gone before: the rugged jungles of Northern Borneo. The San Francisco-based monthly, with a taste for adventure and a social conscience to boot, has stepped forward as a key corporate sponsor of a Bay Area group of adventure racers who will be competing in the upcoming Eco-Challenge 2000.

Among the members of Team Earth Island, is **Michael Penwarden**, former editor of *Macworld* from 1998 to 2000. An avid outdoorsman, Penwarden began training for triathlons with the Leukemia Society's Team in Training program, in which participants raise money for research in exchange for coaching. Penwarden came up with the idea of using the Team in Training model – pushing oneself in the name of a greater good – to partner with The Earth Island Institute, in order to raise people's awareness about the world's growing environmental crisis.

Penwarden and his three teammates, fellow outdoor enthusiasts from the northern California area, will travel to the island of Malaysian Borneo in mid-August for the 500-kilometer trek through mountains, rivers, seas, caves and rain forests. Teams will race around the clock, navigating without the aid of Global Positioning Systems or other electronic devices. Using mountain bikes, sampan river boats, canoes, fixed ropes (ascending a total of four kilometers) native outrigger sailboats and scuba gear, competitors will race along ancient headhunter trails, negotiate jungle rivers, rappel down waterfalls and even dive down to an underwater coral reef check-

continued on page 7

Coming up

Internet Summit 2000
July 15-18, 2000
The Ritz Carlton
Laguna Nigel, Calif.
Contact: The Industry Standard
www.thestandard.com/events

Macworld Expo
An IDG World Expo event
July 18-21
Jacob Javits Center
New York
www.macworldexpo.com

IDC Latin America Breakfast Briefing
Central America, Caribbean, and Andino PC Outlook: New Trends and Channel Dynamics
July 25
Biltmore Hotel
Coral Gables, Fla.
Tel: 305-267-2616
www.idc.com/idcla

CIO 100 Symposium and Awards
Aug. 13-16
Hotel del Coronado
San Diego, Calif.
Tel: 508-872-8200
www.cio.com/conferences

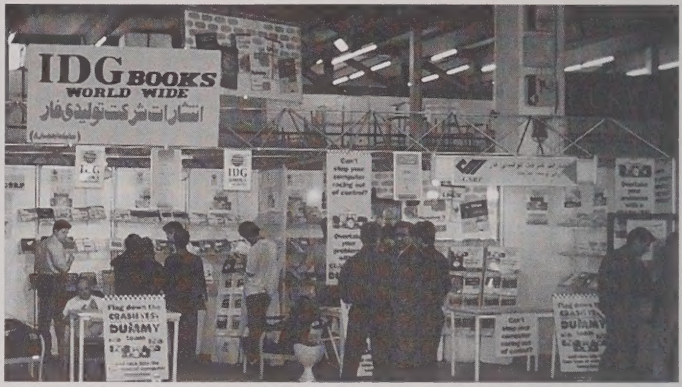
LinuxWorld Conference and Expo
Aug. 14-17
San Jose Convention Center
San Jose, Calif.
www.idgworldexpo.com

Calendar entries may be sent to world_update@idg.com

Correction

Macworld Editor-in-Chief **Andy Gore**, seen here accepting two Maggie Awards earlier this year, was inadvertently omitted from the list of IDG editors named to *MC* magazine's annual list of most influential journalists reprinted in the June 12 issue of *IDG World Update.* Gore appeared No. 13 in *MC*'s list of Top Journalists by Media Consumer/Computer Magazines.

Iranian partner takes top honors at Tehran International Book Fair for IDG Books display



GRSP maintained two booths at the book fair. This one (only half of which is shown) in Hall A served universities, libraries, teachers and computer companies, while the booth in Hall B sold books to the public.

IDG's licensee in Iran, Group of Scientific and Research Publications (Books Services Department), took home the Gold Prize at the 13th Tehran International Book Fair last month. It was not only the first year that GSRP participated in the foreign publishers section at the fair but also the first year titles from IDG Books, which were featured at the GSRP booth, had ever been displayed in Iran.

GSRP was commended for the appearance of the booth, the quality, breadth and timely subject matter of the books on display and the customer service of staff members at the booth, as well as their expertise in answering technical questions. The prize was announced on national TV and in all of Iran's leading national newspapers.

Staff from the Group of Scientific and Research Publications pose with their award for the IDG Books display.

Hundreds of IDG Books' English-language computing titles were on display, among them the Bibles, For Dummmies, Visual, Teach Yourself and Novell's Guide books. Demand for the books was high among university representatives, teachers, librarians and computer company representatives as well as members of the public. "GSRP sold 80% of the IDG titles on display, and following the fair there were a huge number of requests for books as well as our book services," said GSRP President **Faramarz Alizadeh Moghadam**. "Now everyone knows IDG Books as a main source and publisher of computer books."

GSRP has fielded several requests from universities for book orders up to $2 million and from government and private companies up to $3 million. Currently GSRP is the exclusive agent of IDG Books' distribution and promotion through a U.K.-based agent, but Moghadam said he hopes to establish a direct relationship with IDG Books in the near future. In addition, GSRP will soon sign an agreement with IDG's foreign rights department for a license to print, in Iran, IDG computer books in Farsi.

GSRP's achievements at the show rivaled those of international publishers such as McGraw Hill, Oxford University Press, John Wiley and others that have participated in the exhibition for a number of years.

GSRP's key contributors to the book fair exhibit were Managing Director **Mohammad Liaghat**, Books Services Manager **Mehrdad Hosseini**, International Relations Secretary **Manijeh Zareian** and GSRP U.K. Operations Manager **Charles Page**. "We also greatly appreciate the cooperation we received from IDG International Publishing Services President **David Hill** and VP/Licensing **Tim Clarke**," Moghadam said.

For more information, contact Mrs. Manijeh Zareian at zareian@gsrp-fair.com. WU

PCW Iran holds circulation lead

Iran's Group of Scientific and Research Publications (GSRP) signed an IDG license in October 1998 to publish *PC World Iran* and began folding *PCW* content into their *Electronics and Computers'* March 1999 issue. *PC World Iran* has a circulation of 7,700, higher than any competitor's. *PCW Iran* is written approximately 90% in Farsi and 10% in English.

Due to the U.S. trade embargo on Iran, IDG and GRSP have a solely editorial relationship. IDG Global Solutions is restricted from selling international ads into the publication.

executive Q and A

Eric Prothero
The vice president of IDC Latin America is this week's columnist. He can be reached at eprothero@idc.com.

IDC Latin America at-a-glance

U.S offices Miami (headquarters) and Mountain View, Calif.

Local offices Buenos Aires (Argentina); São Paulo (Brazil); Santiago (Chile); Bogota (Colombia); Mexico City (Mexico); Caracas (Venezuela)

Established 1990

Number of employees 25 in US, 15 in Brazil subsidiary and 75 in independent representative offices

Mission To be the leading provider of market intelligence for the IT, Internet and telecom communities in Latin America.

Web site www.idc.com/idcla

Products At the regional level, product coverage includes 12 IT programs, six Internet programs, two telecom programs and a consulting practice.

Recent accomplishment Achieving our full-year FY00 bookings target of $5.4 million in May of this year.

FY01 goal Reach $12 million in bookings, coordinate regional and country processes and become the unquestionable Internet research leader in the region.

Q Summarize the IT market in Latin America and its projected growth.

A The Latin America market grew to $26 billion in 1999, putting it just over 3% of the worldwide market. One of the challenges of working in this region is the uncertainty year-to-year regarding market forecasting. For example, the 50% devaluation in Brazil in January 1999 caught us all by surprise and was a major factor for pulling down the overall growth rate for the region last year to just 2% in dollar value. We expect growth this year and over the next few years to return to the average growth rates we are used to seeing — about 12% to 13% per year, with the healthiest markets being Argentina, Brazil and Mexico. Economic uncertainty in Colombia and Venezuela has caused us to adjust downward our forecasts in those countries while Chile will retain a modest 5% to 7% growth.

Brazil is the region's largest market, accounting for about 45% of total spending, and is driven by strong investments in IT Services (outsourcing, consulting, and training) and software solutions (customer relationship management and eBusiness). Mexico accounts for about 18% of the region's spending and is also driven by IT services in addition to significant growth in data communications. Argentina is the third largest market at about 11% of total spending.

Q What is the status and projected growth of the e-commerce market in Latin America?

A IDC Latin America currently projects Web spending to reach US$10.9 billion by 2003 when Internet users are forecast to reach 29.4 million. The 122% compound annual growth rate that this spending increase entails is second only to the Asia-Pacific region, which has itself exhibited strong growth as it rebounds from previous economic difficulties. While US$11 billion in spending has received a lot of attention by players in the market because it sounds like a big number, it is actually low relative to Latin America's typical presence in the worldwide marketplace (usually around 3%). Even though growth in the region (in terms of users and spending) is fast-paced, we believe that there are numerous obstacles that need to be addressed before the region becomes the true "virtual region" many are hoping it will become. Some of these obstacles are: high telephony costs (most users pay per-minute to call their ISPs), low teledensities (but growing), the high cost of access devices (PCs are too expensive), and perhaps most importantly, the slow pace that the region's brick-and-mortars are going online.

Q Do clients tend to view the Latin American market as one big whole or target individual country markets?

A The majority of our clients define the Latin America region to include South America, Central America and the Caribbean. Historically the pendulum has shifted back and forth in terms of where the region is managed (either from the client headquarters in the U.S. or from a leading country market in the region such as Brazil or Mexico).

Today, most clients manage the region from the U.S. (most often housing their regional headquarters in Miami) and often segment their businesses into Brazil, Mexico, Southern Cone (Argentina, Chile, Paraguay, Uruguay), Andean Region (Peru, Ecuador, Venezuela and Colombia), and non-subsidiary countries (Central America and Caribbean). As each country market is very unique in terms of technology requirements, cultural dynamics, current degree of deregulation and Internet infrastructure, each requires a different strategy from a marketing perspective.

Q How does IDC Latin America shape up vis-a-vis its competitors in the market?

A We analyze the competition in terms of the three business segments we are targeting: IT, Internet and telecom. We are widely recognized as the leader in the IT market research field. The only competitor that we see on a regional basis on the IT side is Dataquest/Gartner with their PC Tracker, although we have never lost business to them. It is in our Internet and telecom programs where we see our primary competition.

On the Internet side, we are seeing tremendous investment in the region by Jupiter, Pyramid, Yankee Group and Forrester. None of them have yet heavily invested locally in the region and are instead managing their research from their New York or California offices, although we do expect them to target local countries moving forward. Jupiter is our primary regional competitor in the Internet arena at this point due more to its marketing than its people or programs. We believe our revenues in the Internet space are four times those of Jupiter. IDC Latin America is investing aggressively in various areas in order to maintain our No. 1 position in Internet research. On the telecom side, the region is currently led by Yankee Group and Pyramid, but our goal is to be larger than both of their Latin American telecom research areas by FY02.

IDG IS managers explore ways to share information, work collaboratively

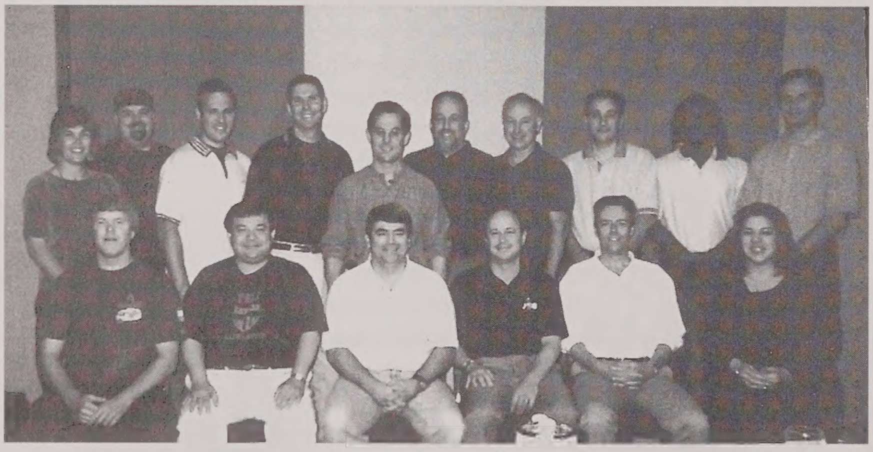
The IDG Master License Agreement with Novell entitles any IDG business unit worldwide to take advantage of a 34% discount on any Novell product.

IS directors at IDG business units around the world are welcome to attend IS Council events.

More than 20 information systems directors representing 11 IDG business units in the U.S. and Denmark gathered for the 10th IS Council (ISC) meeting earlier last month (June) in San Jose, Calif. The group aims to meet annually to review IS issues of common interest, tackle technological challenges and share ideas on how to collaborate.

The presenters touched on a variety of topics. IDG Global Communications President **Jeff DeBalko** spoke on his group's initiatives, including IDG's global agreement with WorldCom for voice/data services, the IDG sales/marketing intranet idgCIA.com (CIA stands for Customer Intelligence Agent), and buyIDGmedia.com, a new IDG e-commerce portal that will be integrated with the redesigned idg.com Web site later this year.

ITworld.com VP/Technology **Jean-Olivier Holingue** outlined his group's taxonomy project, which is an effort to index the Web site populated with thousands of articles from many different sites. CW Systems Manager **Mike Mutrie** talked about regional office support. IDG International Publishing Services VP/IS **Morris Effron** explored ways to provide IS training and support for IDG employees. IDC Systems Manager **Mark Hall** summarized IDC's effort to partner with UUNet and build a virtual private network (VPN) to interconnect more than 20 of its offices worldwide by September. IDG Director of IS **Nancy Newkirk** and Senior Technology Manager **Kevin Burns** gave an update on the conversion of IDG's financial systems from a flat-file Alpha VMS environment to a relational database Windows NT environment.



IDG's IS directors hope to welcome more international IS directors to their gathering next year. This year's crew included (back row, L-R): ***Nancy Newkirk****, IDG;* ***Michael Dawson****, Macworld;* ***Morton Meilby****, IDG Denmark;* ***Thomas Gunni****, IDG Denmark;* ***Mark Hall****, IDC;* ***Mike Draper****, Network World;* ***Wally Clegg****, PC World;* ***Mitchell Rose****, IDC;* ***Bayo Omololu****, InfoWorld;* ***Stu Needels****, IDG. (Seated, L-R):* ***Kevin Burns****, IDG;* ***Norman Noble****, PC World;* ***Mike Mutrie****; Computerworld;* ***Morris Effron****; IDG International Publishing Services;* ***Joe Norton****, IDG;* ***Diana Garza****, IDG Global Communications. Not pictured:* ***Henri Froissart****, PC World;* ***Glenys Mercado****, IDG Global Communications;* ***Jennie Morais****, InfoWorld;* ***Jean-Olivier Holingue****, ITworld.com.*

The group put a number of initiatives on its "to do" list. Hall distributed to the group information regarding the IDG Master License Agreement with Novell. The agreement entitles any IDG business unit worldwide to take advantage of a 34% discount on any Novell product. Mutrie is leading an effort to improve regional office support. Currently, employees of the different business units who share a regional office rely on their respective business units for IT support. In the future, an IS employee slated to stop at a regional office will check with IS colleagues at the other business units to see if assistance is needed while they're on site. A log will be created for each office to better coordinate IS support.

In addition, Newkirk, Hall and Macworld Information Technology Director **Michael Dawson** (mdawson@macworld.com) will organize small technical forum meetings during the year as a supplement to the yearly ISC meeting. These two-to-three-hour forums will be on specific topics with the intent to include more mid-level IS managers.

The team of Newkirk and Burns orchestrated the June meeting and turned the baton over to Computerworld Vice President/CIO **Rick Broughton**, who will organize a gathering next spring on the U.S. East Coast.

For more information on the ISC, contact Nancy Newkirk at nancy_newkirk@idg.com.

IS presentations online

Presentations from this year's meeting will be posted on the IS Council discussion database by mid-July. The database is available on the Web via http://idgcentral.com (you may request a login and password online) or through Lotus Notes.

ASBPE awards

continued from page 1

IDG publications honored by the ASBPE this year include the following:

Among those celebrating Network World's six national (and four regional) ASBPE awards are (left to right): Assistant Art Director/Online **John Fischer**; Art Director **Tom Norton**; Assistant Art Director **Paul Lee**; Associate News Editor/ NetBuzz Columnist **Paul McNamara**; Fusion Managing Editor **Sandra Gittlen**; Fusion Executive Editor **Adam Gaffin**; and Executive News Editor **Doug Barney**.

Network World wins Computer Press Award for Best Overall Trade Weekly

NetworkWorld

Members of Network World's award-winning editorial team.

The good news just keeps coming for *Network World*, which last week was honored as the "Best Overall Trade Weekly," by the Computer Press Association in its 15th annual awards competition. The publication was also a runner-up in the "Best Print Product Review" for its Virtual Private Network Buyer's Guide package.

The Computer Press Awards recognize excellence in the coverage of computing issues in print, broadcast and online media. According to the Association, winning entries excelled in serving their readers with independent, authoritative, accurate and timely information. The competition is conducted by the Computer Press Association in cooperation with the Medill School of Journalism at Northwestern University.

In announcing the award of "Best Overall Trade Weekly," the CPA said of *Network World*: "This publication really understands and serves its specific audience, providing the kind of complete, quality coverage of these topics that won't be found elsewhere. It's a complete, must-read publication for people in its industry."

"That accolade is particularly gratifying because it meshes with the publication's mission," said Editor-in-Chief **John Dix**. "We strive to be the source of network knowledge and being recognized as a 'must read' is a huge validation for us. Our editorial team is extremely proud to accept this award."

National Awards (80,000-plus circulation):

- Gold: Single News Article - *PC World*, "Software Bugs Run Rampant"
- Gold: Original Online Database - *Network World*
- Gold: Original Online News Section - *Network World*
- Gold: News Section - *PC World*, June 1999 issue
- Silver: Front Cover: Buyer's Guide, Special Report – *Network World*, "The Buzz Issue"
- Silver: Original Online Database - *PC World*
- Silver: Front Cover: Tabloid - *Computerworld*, Aug. 9, 1999
- Silver: Technical Article - *PC World*, "Windows vs. Windows vs. the World"
- Silver: Case History - *CIO*, "Nerd Makers"
- Silver: Publication Redesign - *Computerworld*
- Silver: Original Online News Section - *PC World*
- Silver: Regular Column, Contributed - *PC World*, "Consumer Watch"
- Silver: Original Online Column - *Network World*
- Bronze: Feature Article - *PC World*, "Spam! How It Happens and How to Beat It"
- Bronze: Publication Redesign - *Network World*
- Bronze: Feature Series - *PC World*, "Web@WarpSpeed"
- Bronze: Original Online News Section - *Network World*
- Bronze: Front Cover: Tabloid - *Federal Computer Week*, March 22, 1999
- Bronze: News Section - *Computerworld*, May 10, 1999 issue
- Bronze: Regular Column, Contributed — *Computerworld*, "Driving the Deal"
- Bronze: Regular Column, Staff Written - *CIO*, "Reality Bytes"

IDG WORLD UPDATE

CIO Senior Writer **Daintry Duffy**'s case history, Nerd Makers, earned a silver award from the ASBPE.

IDG WORLD UPDATE

CIO Senior Editor **Megan Santosus** earned a bronze award in the staff-written column category.

The competition aims to encourage excellence in writing, reporting, layout and design among the nation's trade and professional publications. This year, a record breaking 2,013 entries were received. Awards are given in 11 editorial categories, eight design categories, and four Web categories. ASBPE Regional Awards were given out in ceremonies in New York on June 12, Chicago on June 1, Cleveland on June 1, and San Francisco on May 22. More information on the ASBPE Awards may be found at www.asbpe.org.

people

noteworthy

McConnell

Sours

Shackleford

Rinzler

Toole

McMahon

IDG WORLD UPDATE PHOTOS

Promotions

PC World Fulfillment Coordinator **Patrick McConnell** has been promoted to assistant manager, Retention Marketing. "Patrick started with IDG in October 1997, temping for the human resources department. He has been a great asset to the circulation department," said **Lisa Radler**, senior manager, Retention Marketing. "Patrick is a team player and most recently played a key role of our conversion to a new fulfillment house."

IDG Games Media Group Vice President/Chief Financial Officer **Brian Sours** adds chief operating officer to his title. "Brian will continue his current responsibilities but will be much more involved in the day-to-day operations 'micro side' of running our company," said IDG Games' President and CEO **John Rousseau**. "He will be assisting me with our numerous new business ventures and custom publishing opportunities."

Executive Assistant to the CEO **Kristin Shackleford** moves up to director of administration at IDG Games Media Group. "Kristin has done an outstanding job with the White Paper project, along with the thousand other projects she handles, while still trying to keep me organized," noted IDG Games' President and CEO John Rousseau. "Kristin's new role will evolve more as we move into our FY01 budget planning process and beyond."

GamePro Assistant Managing Editor **Jonathan Rinzler** has been promoted to managing editor. "Jonathan has performed well under pressure during the time he has been with our organization and certainly has proved himself worthy of this important position," said IDG Games Media Group President and CEO John Rousseau.

New Employees

Jill Toole joins IDC Framingham as a market development manager. Previously a marketing manager at Random House, Inc., she took nine months off to complete her M.B.A. full-time from the University of Massachusetts/Lowell. She also holds a B.B.A in marketing from the University of Iowa. In her spare time she likes hiking and photography.

Also in Framingham, IDC Senior Analyst **Nicole Weber** will be working on Business Services' Incubators program. She graduated in May with a master's degree from Tufts University's Fletcher School of Law and Diplomacy in Medford, Mass., where her thesis focused on trade liberalization and income distribution in Latin America. Previously, Nicole managed Share Our Strength's nutrition program for low-income people. Nicole spends her free time hiking, camping and cooking.

IDC Framingham's third new hire, **Anna Danilenko**, is a senior analyst for Worldwide Services and eConsulting. A recent graduate of the M.B.A. program at Babson College in Wellesley, Mass., Anna enjoys hiking, yachting, traveling and languages.

In Austin, Texas, Associate Analyst **Troy Bryant** has joined IDC's Internet and Telecom Brands group. He was previously a content writer at Hoover's, Inc., an online company. Troy has a B.S. in advertising from the University of Texas at Austin. Newly married, he recently returned from his honeymoon in Costa Rica.

Karen Grayson joins *PC World*'s marketing department as marketing coordinator. She was previously with Brown and Collins Public Relations/Advertising where she worked with the media, researched, wrote and edited press materials as well as coordinated trade shows, festivals and other events. A native San Franciscan, she holds a B.A. in literature from the University of California/Santa Cruz. In her spare time, Karen enjoys listening to and playing music as well as taking art classes.

Previously an admissions assistant at the American Language Institute, **Janecke Hausken** is now Mac Publishing L.L.C.'s West Coast sales assistant. She holds a B.A. in journalism with an emphasis on photography from San Francisco State University and enjoys food, wine, good company and "any sport in the book."

A native of Minneapolis, where she recently worked in magazine sales support, **Meiken Mulder** has joined *PC Advisor* in London as a marketing assistant. She has a degree in marketing from Arizona State University and enjoys tennis and traveling.

Also at *PC Advisor*, **James Gurney** has signed on as an account manager. He was on the launch team for *What Computer* at his previous employer, Computer Publishing. He has a degree in business management and law from Brunel University. James has a black belt in kick boxing and just received his second "dan" in the level's eight-point grading system. He enjoys most sports as well as bee-keeping.

Transfers

Patricia McMahon moves from her role in online production at *PC World* to ITworld.com where she is now a Web producer. She holds a double B.A. in broadcast communications and liberal studies from San Francisco State University and enjoys graphics, illustration and building Web sites.

"Noteworthy" is global!

All business units worldwide are welcome to send information and photos for this section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27

Kathy Dinneen *IDG*

17

Barbara Adamson *PC World*
Seppi Heber *IDG Australia*

14

Ken Hoyt *IDC*
Jim Falanga *IDG*

12

Caroline Craig *InfoWorld*
Mária Mártek *IDG Hungary*
Abbie Lundberg *CXO Media*

11

Carol Benioff *InfoWorld*

10

Mark Cappel *IDG.net*
Wally Palmer *InfoWorld*

9

aroslav Hrouda *IDG Czech*
Maria Dolores Rubio *IDG Spain*

8

Laurianne Heine *PC World*
Solomon Emanuel *Computerworld Singapore*

6

Roy Kops *PC World*
Károly Pokuta *IDG Hungary*

5

Marie Vildova *IDG Czech*
Sylwia Szczypiorska *IDG Poland*
Howard Hsu *IDC Hong Kong*
Irena Gorian *Laurentian Technomedia*
Kim Ogrodnik *Laurentian Technomedia*
Paul Overhiser *IDG*

4

Margaret Biggs *InfoWorld*
May Loo *IDG World Expo/Asia (Singapore)*
ita Goh *IDG World Expo/Asia (Singapore)*
Karen Carswell *Laurentian Technomedia*

3

Joanne Lee *IDG Hong Kong*
Rebecca Randell *Network World*
Marc Songini *Network World*
Andrea Souza Farias *IDG Brazil*
Shannon Wolf *IDG Global Communications*
Kathleen Kotwica *CXO Media*
Volker Heistermann *IDG Communications*

2

Leon Mark *InfoWorld*
Traci Keller *InfoWorld*
Stacie Moctar *FCW Gov't Technology Group*
Lauren Hillman *FCW Gov't Technology Group*
Eliete Verissimo *IDG Brazil*
Mauricio Fogaca *IDG Brazil*
Lucia Helena Correa *IDG Brazil*
Madeleine Fleisig *IDG Austria*
Alessandro de Bochdanovits *IDG Germany*
Eva-Maria Behrendt *IDG Germany*

1

Julie McKie *PC World*
Ivo Fiala *IDG Czech*
Renata Ramos *IDG Brazil*
Karina Fogaça *IDG Brazil*
Marcio de Souza *IDG Brazil*
Domenico de Franco Neto *IDG Brazil*
Theodore Samson *InfoWorld*
Weber Souza *IDC Brazil*
Mauro Peres *IDC Brazil*
Malene Grouleff *IDG Denmark*
Richard Carlsson *IDG Sweden*
Christy Berger *IDG Global Solutions*
Linda Hwang *IDG Communications*
Sarah Drinon *IDG*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Macworld

continued from page 1

point. The entire event is scheduled to take between eight and 12 days.

By teaming with Earth Island Institute (www.earthisland.org), an environmental organization that has to its credit successes such as the creation of dolphin-safe tuna, Team Earth Island is hoping to use the Eco Challenge race to focus attention on the growing environmental crisis and on the fact that, just as in adventure racing, the efforts of each individual can add up to a whole much greater than the parts. "We [Team Earth Island] are developing educational outreach programs focusing on underprivileged children," Penwarden said. "Our team is about people joining together to do something that seems impossible — whether that's competing in a grueling adventure race or contributing to the conservation, preservation and restoration of planet Earth."

"We are proud to support the remarkable efforts of Team Earth Island to promote a cause we stand firmly behind — environmental awareness," said **Colin Crawford**, president and CEO of Mac Publishing.

The Eco Challenge race will be televised internationally on the Discovery Channel and affords Mac Publishing an outstanding opportunity to promote the *Macworld* brand. *Macworld*'s logo will appear on team members race clothing and the company will be listed in all places where Team Earth Island's name appears, including the team Web site (www.teamearthisland.com), which is expected to get lots of traffic during and after the race. In addition, the environmental outreach events that the team is planning to promote its efforts are expected to attract a great deal of media coverage, Penwarden said.

Macworld will also be able to use Team Earth Island as an interesting opening discussion with potential advertisers, Crawford said. WU

Photo calendar contest under way

Entries are now being accepted for the 17th annual IDG Employee Photo Calendar Contest. The contest is open to all IDG employees worldwide. Twelve masterpieces will be selected for inclusion in the calendar that is distributed to all employees worldwide. Here are the rules:

1. You may submit up to two color or black-and-white prints or 35-mm slides that you have taken of any subject. Digital photos must be submitted in printed format for judging. **If you submit a digital photo and it is selected to appear in the calendar, you must be prepared to submit the original image file electronically.**

2. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s). Note: Please do not write directly on the back of photos! A business card taped to the back of the photo works well. **Photos will not be returned.**

3. Entries must be received by **Monday, Sept. 11**. Send your entries to: *IDG World Update*, Photo Calendar Contest, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A.

4. First, second and third place winners receive $250, $150 and $100, respectively.

5. Questions may be sent to *IDG World Update* at world_update@idg.com.

celebrating 10!

Name
David Emberley

Home
Shrewsbury, Mass.

Joined IDG
January 1989 as an accounts receivable clerk.

Career path
I started out at IDG. In 1990 I transferred to *Computerworld*, in 1994 I went back to IDG, and then in January 1997, I joined IDC.

Current title
Research Analyst, Internet Commerce Market Model. I provide support for the Internet Commerce Market Model. This is IDC's forecast of Internet usage around the world.

I joined IDG because
After working for the U.S. government for two years, I was looking for a stable place of employment.

What's kept you at IDG for 10 years?
A combination of factors, the foremost being the ability to try new things.

Best way someone could compliment you on your work
Just say thank you.

Interests outside the office
Spending time with my wife and children. Hiking in the mountains.

Family
My wife Karen and I have a daughter Samantha, age 7, and a son Joseph, age 5.

Favorite Web site(s)
Amazon.com, REI.com

What ability do you wish you had that you don't?
I wish I had a photographic memory.

Dream destination
Alaska

Fantasy job
Navy S.E.A.L.

Five people — living or dead — you'd invite to a dinner party?
26th U.S. President Theodore Roosevelt, Minnesota Governor Jesse Ventura, physicist/author Stephen Hawking, naturalist John Muir and humorist Will Rogers.

*IDG Chairman **Pat McGovern** (left) hosted IDC's **David Emberley** at a dinner earlier this year in honor of his 10 years of service to the company.*

As a kid, what did you want to be when you grew up?
Forest Service ranger

First job out of college?
Digital mapping clerk at the United States Department of Commerce, Census Bureau.

One possession you'd grab if your house were on fire?
I'd grab my wife and kids. Everything else in life is transient and can be replaced.

Favorite vacation spot?
Disney World.

If you won the lottery tomorrow, you would
Travel

Retirement dreams?
Travel

Manager's profile
"Dave has only been part of my team for a few months yet has already made an outstanding contribution in terms of research quality, customer satisfaction and additional revenue. He is soft-spoken and hides from center stage, but his hard work, professionalism and general 'nice-guy attitude' make the spotlight find him anyway. IDC colleagues and clients are always reminding me of what a great job Dave is doing. I know — and I hope he stays on my team for a long time."

— Carol Glasheen, program vice president, Global Market Models and Demand Side Research, IDC

Happy fourth!

Independence Day commemorates the signing of the U.S. Declaration of Independence on July 4, 1776, in Philadelphia.

At the time the U.S. consisted of 13 colonies, and there was growing unrest about taxes paid to England. In June 1776 the Second Continental Congress formed a committee to compose a formal declaration of independence. Thomas Jefferson was chosen to write the first draft. Of the 13 colonies voting on July 4, nine voted in favor and two — Pennsylvania and South Carolina – voted no. Delaware was undecided and New York abstained.

Although the signing was not completed until that August, the 4th of July has been accepted as the official anniversary of the United States' independence from England. It was not declared a legal holiday, however, until 1941.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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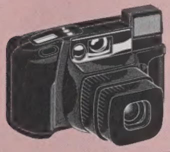
WWW.IDGWORLDUPDATE.COM

Calling all photographers!

Entries are now being accepted for the 17th annual IDG Employee Photo Calendar Contest. The contest is open to all IDG employees worldwide.



Twelve masterpieces will be selected for inclusion in the calendar that is distributed to all IDG employees worldwide at the end of the year. Here are the rules:

1. You may submit up to two color or black-and-white prints or 35-mm slides that you have taken of any subject. Digital photos must be submitted in printed format for judging. If you submit a digital photo and it is selected to appear in the calendar, you must be prepared to submit the original image file electronically.

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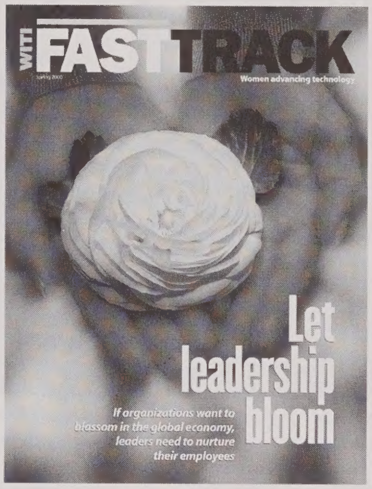
ITcareers' resume expands to cover magazine supplement, *Computerworld* conference


WITI
FASTTRACK
Spring 2000
Women advancing technology
Let leadership bloom
If organizations want to blossom in the global economy, leaders need to nurture their employees

San Mateo, Calif.-based ITcareers has been flexing its muscle recently in the arenas of publishing – with record-breaking special supplements – and conferences.

Launched in October 1999, ITcareers consolidates the recruitment advertising sales for IDG's weekly enterprise publications *Computerworld*, *InfoWorld* and *Network World*, as well as *CIO* (see *IDG World Update*, Nov. 29, 1999). With those four publications available, advertisers placing an ad through ITcareers can reach more than 2.8 million IT professionals each week.

Among those 2.8 million readers are a demographically important subset of women working in IT. IDG's year-old quarterly supplement *WITI FastTrack* gives Fortune 1000 companies an opportunity to specifically target technology-savvy women readers of *Computerworld*, *InfoWorld*, *Network World* and *CIO*, which distribute the supplement to their female subscribers. It also gives IDG a way to establish a relationship with women in technology, a group traditionally difficult to attract and retain.

"It comes down to the fact that the talent pool is pretty small," said **Janis Crowley**, vice president/general manager of ITcareers. "There are many more men in technology than there are women. This is an attractive advertising vehicle for firms that often set aside advertising money targeting 'diversity' audiences."

continued on page 4

IDG Australia launches *The Industry Standard*

Internet players Down Under now have a *Standard* to call their own. IDG Australia recently became the first international office to launch its own version of *The Industry Standard*. The magazine, which debuted as the only bi-weekly business magazine focusing on the Internet's impact on Australian business, brings the total number of titles published by IDG in Australia to six and comes on the heels of the business unit's successful launch of *The Industry Standard* Web site (www.thestandard.com.au) in February.

"We believe the Australian *Industry Standard* magazine and Australian Web site have the potential to be as popular as their U.S. counterparts," said **Don Kennedy**, managing director, IDG Australia. "The Australian Internet economy is growing at a rapid pace with many emerging venture capital funds and robust IPO activity. We believe there is a real need for *The Standard*'s type of in-depth news and editorial coverage of this sector."

The Australian version of *The Industry Standard* will mirror the U.S. edition; Posts, The Fortnight, Intellectual Capital, Metrics, Special Reports and Features will be some of the columns and sections featured in the publication, as well as content from the Web site.

The Standard's editorial team will be lead by Editor **Ian Yates**; a veteran IT journalist who has written for various IDG Australia publications such as *Network World, Australian Reseller News* and *Computerworld*. Joining Yates as vice president and publisher will be **Barry Sanders**, previously director of sales for IDG Australia.

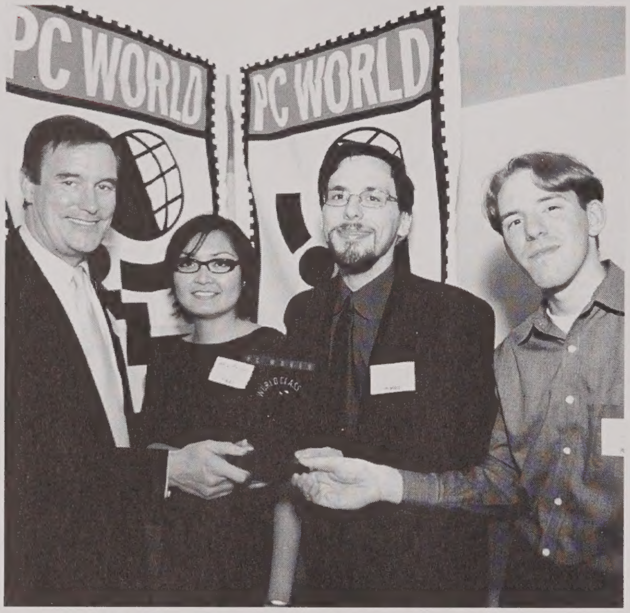
The circulation for *The Industry Standard* Australia is currently 9,500. The publication is distributed both via controlled circulation and on newsstands.

continued on page 4

in brief

newsworthy

PC World bestows 18th annual World Class Awards at PC Expo



Last month PC World named the winners of its 18th annual World Class Awards, honoring the year's leading hardware, software, networking and Internet products (see www.pcworld.com). The awards were presented at an invitation-only ceremony June 28 at PC Expo in New York. Here, (l-r): PCW Editorial Director ***Kevin McKean*** *gives Associate Editor* ***Grace Aquino****, Executive Editor* ***Harry McCracken*** *and Staff Editor* ***Eric Dahl*** *their own World Class Award for their work on the magazine's Awards story.*

NEWS SERVICE KNOW-HOW

IDG News Service introduces new feature on hot technology in Japan

IDG News Service Tokyo Correspondent **Martyn Williams** gets to see some of the coolest new technology anywhere in the world on his beat. So when editors at *PC World* said they'd like more reporting on the latest gear to hit the streets in Japan — even if it's not yet available anywhere else in the world — Williams obliged.

tokyo edge
Hitachi DVD-RAM Camcorder

The result is the new biweekly "Tokyo Edge" column available on the News Service. Check it out on alternate Thursdays in the Spotlight section of the News Service home page at www.idgns.com.

While it's written with the worldwide readers of IDG's many editions of *PC World* in mind, any publication is free to use the column — which generally has accompanying artwork available — either online or in their print publications.

Don't have a password for the IDG News Service? Send an email to idgnspassword@idg.com. Please address comments and questions to News Service Editor-in-Chief **Elizabeth Heichler** (elizabeth_heichler@idg.com). WU

Games Media Group's white paper tracks gaming industry changes

'Battle stations, everyone!' seems to be the cry within the gaming industry, as evidenced by IDG Games Media Group's release of its eighth annual *Industry White Paper*, this year subtitled "The Battle for the Family Room."

Based on more than 40 interviews with leaders in the interactive electronic entertainment business conducted by **John Rousseau**, president and CEO of IDG Games Media Group and *GamePro*, and GamePro Editor-in-Chief and business unit Vice President **Wes Nihei** the report offers an insider's look at the changes occurring in the industry. Among these are the impact of Sega's Dreamcast system, the emergence of new console systems — including this fall's launch of Sony's PlayStation 2, and future debuts of Nintendo's Dolphin and Microsoft's Xbox — and the surprising popularity of Nintendo's Game Boy Color. The report also looks at the effects that DVD and broadband Internet capabilities might have on the new generation of consoles and the consumer market in the future.

IDG 2000 INDUSTRY WHITE PAPER
THE BATTLE FOR THE FAMILY ROOM

"We produce the White Paper as a service to our clients and our industry and also to glean valuable information from our industry visionaries about the upcoming hardware transition year and the direction in which our market is heading," said Project Manager **Kristin Shackelford**. She said the *White Paper*'s target audience ranges from video game companies to investment bankers to "non-endemic firms, from Coca-Cola to skateboard companies, looking to reach our demographic."

"As we head deeper into another difficult hardware transition, this year's *White Paper* takes on more importance than ever," Rousseau said. "Our interviewees' candid commentary results in revealing insight on the changing battlefield that lies ahead for the video and PC game industries. While the future for our industry looks bright, the next 15 to 18 months will be quite challenging."

Backed by extensive retail sales data from Port Washington, N.Y.-based NPD Group, an international marketing information firm, the core of this year's *White Paper* is the in-depth interviews with manufacturers, software developers and publishers, online gaming companies, e-commerce firms, retailers and visionaries.

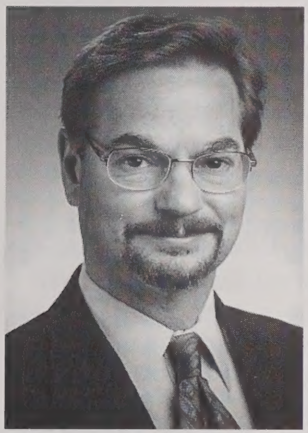
According to the *White Paper*, 1999 was a stellar one for the gaming industry in terms of growth and total earnings. The market saw more than $7.8 billion in revenue, outdrawing the film industry in corralling consumers' wallets. PC gaming software sales appeared stagnant, but growth in online gaming is expected to keep the PC in the thick of it. And while e-commerce has yet to reach its potential, its appeal is beginning to take flight. WU

The *2000 Industry White Paper* is available for $249.95 from the *GamePro* Web site (www.gamepro.com) and through IDG Games Media's sales and marketing group. For more information contact **Kristin Shackelford** at kshackelford@gamepro.com.

executive Q and A

Jeff Edman

The president and CEO of PC World Communications, Inc. is this week's columnist. Edman may be reached at jeff_edman@pcworld.com.



PC World Communications at-a-glance

Location San Francisco

Established 1983

Employees 175

Mission To meet the informational needs of management-level computer product buyers (PC-proficient managers) both in print and on the Web.

Web site www.pcworld.com

Products *PC World* and PCWorld.com

Q How does *PC World* differ from its competitors?

A For over a decade, *PC World* has focused on serving the informational needs of a group that we call "PC-proficient managers." These tech-savvy managers don't "do" computers for a living but often collaborate with IS and others to determine what gets bought. Our competitor, *PC Magazine*, has been focused on the technically elite, while *PC Computing* (now *Smart Business*) traditionally pursued more of an enthusiast mission.

Since IntelliQuest v6.0 estimates 65% of all business influencers to be managers working outside of IS, and Spring 2000 MRI now estimates 72% of business computer product buyers to be in the same category, ours is obviously a more useful position for advertisers. And proof of this is seen in the nearly seven-point gain in advertising market share *PC World* has experienced against these competitors since the start of our fiscal year.

Q What are your secrets for maintaining a circulation rate base advantage?

A *PC World* has never lost sight of the fact that we serve two distinct customer groups: our advertisers certainly comprise one group, but our subscribers and single-copy buyers are equally important — since without them the advertisers won't be interested. Creating the finest possible editorial product — and making sure the content is a must-read for our target audience — has allowed us to sell more copies and to sell them at premium prices. For example, early market research indicates that for three of the last four months, *PC World*'s single monthly issue outsold the combined bi-monthly issues of *PC Magazine* — and we did it with a cover price of $5.99 vs. $4.99 for *PC Magazine*.

And on the subscription side, we receive an average of $1.69 per issue vs. $1.42 for *PC Magazine*. Again, PC-proficient managers will pay a premium to get quality editorial — presented in quantity — that's written specifically for their needs.

By the way, *PC World* has won more than 60 accolades for editorial excellence since 1995. In fact, our editorial staff has won more awards than its competitors combined, including back-to-back Grand Neal Awards from the American Business Press, the 1999 Folio: Editorial Excellence Award, and the 2000 Maggie Award from the Western Publications Association for Best Online Publication.

Q What's new with PCWorld.com?

A The big news at PCWorld.com is a major redesign that will go live in early September. We commissioned Hot Studio, a San Francisco-based Web design consultant, to critique our current site and make recommendations. The result will be a PCWorld.com that loads much faster, is easier to search, features more interactivity, and will display fewer, but more impactful, ads. Currently, we're averaging about 1.2 million unique visitors per month (Media Metrix, May 2000), and we hope that by enhancing the user experience this number will grow.

Q What do you think about other magazines' decision to drop "PC" from their titles?

A I think that any publication that tinkers with its title does so at its own peril. These publications have spent years building trust with their readers and a brand that stands for something. To proclaim that "PCs are dead" and move on to a different title seems very risky to me.

You have to wonder whether these decisions are designed to attract more advertising or better serve the publications' readership. In the case of *PC Computing* becoming *Smart Business*, for example, around a million people paid to get a magazine called *PC Computing*. It's unlikely the name and content change will automatically be accepted by these readers.

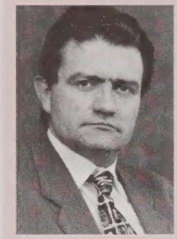
Consider that according to IDC, more PCs were shipped during 1999 than any previous year. Further, the vast majority of all Internet connections are still made with personal computers and that number probably exceeds all other types of connections combined. While a market will certainly exist for other thin clients and Internet access devices, there's no question that "must-have" applications exist — for both home and business use — which can only be run using a fully featured and fully powered PC.

Q How does *PC World* U.S. interact with the other *PC World*s around the globe?

A Every month, *PC World* U.S. sends the current issue on CD-ROM to the more than 60 *PC World*s around the globe; they translate it, if needed, and edit the information to meet the needs of their local market. In May, representatives from *PC World*s from Europe, Asia and Latin America met in London to share strategies. Hosted by the publishing team at the U.K.'s *PC Advisor*, we discussed best practices in marketing, circulation, research, Web development and more.

Thackray named CEO of Standard Media Europe

Standard Media International, publisher of *The Industry Standard*, has named **Neil Thackray** CEO of the company's U.K.-based operations, Standard Media Europe.



Thackray

Thackray comes to Standard Media from United News and Media's Miller Freeman UK Ltd., where he had been executive director since 1997. In this capacity, he was responsible for a business-to-business publishing division that employed 300 staff including travel, health care and directory publishing. Thackray also conceived and created uTravel.co.uk and managed a number of business-to-business Web projects for the company. Prior to that, he was group publishing director for Miller Freeman's Travel Group. Before that, at Reed Business Publishing Ltd., Thackray served as publishing director, heading up strategy development, profit development, sales and editorial management, and circulation development for a range of business-to-business markets.

"Neil Thackray is one of the most respected senior publishing executives in the U.K. and brings a wide range of expertise, as well as a stellar track record, to the role of CEO for our new company in Europe," said **John Battelle**, chairman, president, and CEO of Standard Media. "Under his stewardship, *The Standard* is well positioned to lead the market in print and Web publishing, as well as other sources of business intelligence."

Thackray joins Editorial Director **Michael Parsons** and Editor-in-Chief **James Ledbetter**, both veterans of the U.S. edition, in launching a U.K.-based publication that will also serve the pan-European English-speaking market.

Industry Standard Australia

continued from page 1

The magazine is on target for weekly publication early in 2001.

Initial response from advertisers has been very positive, according to Sanders, who noted that many clients have entered into long-term advertising commitments based on both the strength of IDG's reputation in the local market as well as the reputation enjoyed by *The Standard* in the U.S. Major advertisers include IBM, Sun, Microsoft, Intel, Looksmart, Red Sherrif, Engage Technologies, Sun, Macquarie Bank and Deutsche Bank. The first 64-page issue carried 21 pages of advertising.

As a way to test the market, the publication's Web site launched in February with seven major sponsors including Andersen Consulting, BMC Media.com, telecommunications company Dingo Blue, Futurestep, Spike Networks, Web publishing software maker Vignette, and XT3, a local Web development, consultancy and services company. Traffic on the six-month-old site is building steadily according to Hitwise (www.hitwise.com.au), which, in May, ranked the site No. 12 in the Australian IT media category and 59th in the global IT media category. Barry said the site will undergo a makeover in the next couple of months that will render it closer to its U.S. cousin in terms of look and feel as well as add functionality.

For more information contact Barry Sanders at barry_sanders@idg.com.au.

ITcareers

continued from page 1

WITI FastTrack ad sales are handled by ITcareer's sales team (see sidebar), and, according to Crowley, ad revenues for *WITI FastTrack* have increased 20% from this time last year. Also, the number of advertisers in the recent June 2000, issue was a record 47 companies and included such firms as Computer Associates, Corning, Goldman Sachs, KPMG,PriceWaterhouseCoopers, 3Com, Google.com, Microsoft, NEC and PeopleSoft.

WITI FastTrack is the result of an alliance between IDG and Women In Technology International (WITI), an organization founded in 1989 and dedicated to the advancement of women in science and technology. Originally an *InfoWorld* project under the aegis of Crowley at *InfoWorld*, the supplement came along with her to the ITcareers group. *WITI FastTrack* is designed as a resource, focusing on industry issues affecting women, as well as business and career strategies. The editorial — written and edited by *InfoWorld* staffers under the direction of Executive Managing Editor **Kate McLucas** — is determined by *InfoWorld*, WITI and an advisory board.

The publication is also repackaged with eight to 12 additional pages added and used as the official conference guide for WITI meetings across the U.S.

On ITcareers' conference front, more than 600 technical recruiters and exhibitors from Fortune 1000 companies across the U.S. attended the ninth annual Computerworld Technical Recruiting and Retention Conference held May 21-24 in Orlando, Fla. Produced by Price Lampert, a Framingham, Mass.-based events management company, the event was co-sponsored for the first time this year by ITcareers, which handles the recruitment section for the publication.

Attendees heard speakers such as John Sullivan, chief talent officer of Agilent Technologies, Gerry Crispin, author of CareerXRoads, **Maryfran Johnson**, editor-in-chief of *Computerworld* and **Rich Mikita**, ITworld.com's vice president, research and strategic development. Fellow recruiters shared their insights and recruitment and retention strategies to help attract and hold the best technical professionals.

"The incredibly fast pace of change in our industry makes the job of high-tech recruiter all the more critical for businesses, and these folks really need to stay on top of the trends," Johnson said. "I think our conference gave the attendees a ton of great information and ideas."

Conference presentations can be accessed at www.itcareersrecruiting.com/conf/ctrrc.

The next CW Technical Recruiting and Retention Conference will be held June 3-6, 2001, at the Desert Spring Resort and Spa in Palm Springs, Calif. For more information on *WITI FastTrack*, contact Janis Crowley at janis_crowley@itcareers.net. For information on WITI, go to www.witi.org. For more information on the Recruiting Conference, contact **Kelli Flanagan** at kelli_flanagan@itcareers.net.

A force to be reckoned with!

Members of the ITcareers sales team who helped drive the 20% increase in ad revenue over last year include:

DeForest Smith, director of mature accounts
Andrea Denny, senior account manager
Whitney Magy, account manager
Laura Wilkinson, regional manager
Donna Dugo, account manager
Deanne Holzer, regional manager
Elizabeth Meyer, regional manager

IDG

Week of July 10, 2000

Fulfillment Services Coordinator (CXO Media)

CXO's Executive Programs seeks a qualified individual who will be responsible for heavy data entry, hotline phone support, fulfilling internal and external correspondence, providing database reports and general administrative duties as required. The ideal candidate will be energetic, organized and detail-oriented. The candidate must be able to work well in a critically time-sensitive environment where multiple deadlines abound. Strong interpersonal skills are essential. Experience in Lotus Notes, FileMaker Pro and Excel preferred. Customer service and previous database experience a plus. Some travel possible. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Customer Relationship Database Manager (Federal Computer Week)

This position will be responsible for managing the customer database to achieve a substantial and growing contribution to the efficiency and effectiveness of FCW's overall marketing and sales efforts. This individual will develop strategies, plans, policies and procedures for database usage and for customer data acquisition and improvement. Strong coordination skills are needed for interaction with several departments to ensure completeness, accuracy, and value of information. The ideal candidate will be aggressive, disciplined and persistent. Position requires proficiency in database usage, familiarity with marketing and sales processes, and a good understanding of IT product areas and the organizations of IT vendors. Degree in marketing or business administration preferred. Experience in marketing and vendor relations is highly desirable and experience in the publishing industry is a plus. *Location: Falls Church VA*
Contact: C. Vrabel, Fax: 703-876-5089, Phone: 703-876-5057, Email: cvrabel@fcw.com

Program Manager (Federal Computer Week)

Individual needed to plan, organize, and manage the launch and operation of an e-commerce program for FCW. Responsibilities include development and proposal of annual financial and non-financial objectives, management of program development and evolution, and coordination and assignment of program tasks to FCW functional departments and outside contractors. This job requires program management skills and an aggressive application of entrepreneurial creativity. The ideal candidate will possess experience-based knowledge of: IT vendor selling processes, government IT procurement processes, and e-commerce principles and practices. Requires a degree in marketing or business administration or equivalent experience.
Location: Falls Church VA
Contact: C. Vrabel, Fax: 703-876-5089, Phone: 703-876-5057, Email: cvrabel@fcw.com

Copy Editor (IDG Books Worldwide)

Responsible for editing manuscripts for grammar, spelling and punctuation as well as for sense, organization, clarity, accuracy and writing level. College degree in English or related field with book publishing experience. Word-processing experience a must. Should have excellent organization and communication skills, high professional standards and ability to perform well under pressure.
Location: Foster City CA, Indianapolis IN
Contact: M. Boese, Fax: 317-572-4001, Phone: 317-572-3359, Email: injobs@idgbooks.com

Editorial Manager (IDG Books Worldwide)

Successful candidates will possess a bachelor's degree in English, Journalism or related fields. Writing and editing experience, and recruiting, organizational and communication skills are necessary. Personnel development and general management ability, enhanced by product/industry knowledge is required. Preferred candidates will possess publishing and computer technology experience.
Location: Foster City CA, Indianapolis IN
Contact: M. Boese, Fax: 317-572-4001, Phone: 317-572-3359, Email: injobs@idgbooks.com

Project Editor (IDG Books Worldwide)
Responsible for developing books conceptually and managing the writing and technical editing process. With the help of freelancers will commission outside technical reviews or developmental edits for each project, making sure that reviewers stay on schedule to meet publication deadlines. Will review manuscripts for organization and content. Will work with copy editors and production staff to ensure that all editorial changes have been incorporated, will traffic manuscript parts, monitor contractual obligations and maintain regular author contact. Requires 2 years minimum experience in publishing; degree preferred. Must be computer literate with knowledge of Microsoft Word, DOS, Windows and the Internet/Web.
Location: Foster City CA, Indianapolis IN
Contact: M. Boese, Fax: 317-572-4001, Phone: 317-572-3359, Email: injobs@idgbooks.com

Advertising Account Manager (IDG Books Worldwide)
Apply your initiative, creativity and solid negotiation skills to this role designing an advertising program for print products while working closely with online advertising projects. You will develop a major account list, rate cards, media kits and advertising packages while managing inventory to meet all profitability requirements. You will need excellent communication and teamwork skill as you work alongside publishers, finance, rep groups, ad agencies, and clients to accomplish a variety of advertising related activities. The ideal candidate will possess a bachelor's degree, 3 years of advertising sales experience and a successful track record of new business development. Excellent presentation skills are also necessary.
Location: Indianapolis IN
Contact: S. Peters, Fax: 317-572-4360, Phone: 317-572-3360, Email: injobs@idgbooks.com

Catalog/Special Sales (IDG Books Worldwide)
Representing IDG Books in a professional manner, this position manages a territory of catalogers, co-op and advertising resources, title placements and databases. Additionally, this position will prospect for new business, answer incoming calls, provide customer service and mentor new hires. A bachelor's degree preferred. *Location: Indianapolis IN*
Contact: S. Peters, Fax: 317-572-4360, Phone: 317-572-3360, Email: injobs@idgbooks.com

Director of Customer Care (IDG Books Worldwide)
We'll rely on your extensive operational knowledge of state-of-the-art order management, inventory and distribution systems as you direct the activities of our rapidly growing customer care department. While developing strategic plans and direction, you will recommend policy changes, implement continuous improvement programs and identify "best practices" to ensure maximum efficiency of the department. You will also act as a primary liaison between sales, marketing, inventory, distribution and manufacturing to support quarterly sales goals. Other key responsibilities include maintaining strong relationships with customer care staff. Qualified candidates possess a bachelor's degree in operations management, business management, marketing or equivalent work experience. A working knowledge of industry standard EDI transaction sets and applications is essential along with 10+ years of related experience and good communication skills. Familiarity with Microsoft Office software is necessary. *Location: Indianapolis IN*
Contact: S. Peters, Fax: 317-572-4360, Phone: 317-572-3360, Email: injobs@idgbooks.com

Inventory Analyst (IDG Books Worldwide)
Using good judgment, this self-motivated individual will assist the Inventory Control Manager with reprint decisions by recommending reprint timing and quantities. Other responsibilities include inventory analysis and reconciliation; certification of cycle counts and physical inventories; coordination of shipping instructions and transfers; and special analysis. Qualified candidates possess a bachelor's degree in business or equivalent experience in the publishing industry. Strong knowledge of warehouse functions, accounting functions and the publishing industry is essential. Excellent computer and communication skills are imperative.
Location: Indianapolis IN
Contact: S. Peters, Fax: 317-572-4360, Phone: 317-572-3360, Email: injobs@idgbooks.com

Inventory Coordinator (IDG Books Worldwide)
Interacting with warehouse staff on a daily basis, this position will manage inventory from binderies to warehouse. Responsibilities entail forecasting, stock allocation, recommending reporting timing, inventory reconciliation, cycle count certification and shipping coordination. Related experience and communication skills required. *Location: Indianapolis IN*
Contact: S. Peters, Fax: 317-572-4360, Phone: 317-572-3360, Email: injobs@idgbooks.com

Supervisor of Customer Care (IDG Books Worldwide)
This position involves supervision of a fast paced Customer Service department. This highly challenging position involves heavy telephone contact with new and existing clients. The qualified candidate will be responsible for assuring the needs of the clients are met regarding placing orders and processing requests for materials and services. The Customer Service Supervisor will be responsible for establishing and maintaining high service standards for customer service. The qualified candidate will develop and train customer service staff regarding product information and departmental procedures that will improve the efficiency of the department. The position will also require extensive interaction with other departments. The successful candidate will have excellent phone, communication, and problem solving skills, and preferably possess a background and interest in the book publishing industry. Degree in Business or Related Field preferred.
Location: Indianapolis IN
Contact: S. Peters, Fax: 317-572-4360, Phone: 317-572-3360, Email: injobs@idgbooks.com

Staff Accountant (IDG Corporate Support Group)
IDG is looking for a Staff Accountant to join the Corporate Accounting Department. The position is responsible for the full month and year end closing activities and heavy intercompany transaction volume of several subsidiaries. This includes working with the subsidiaries throughout the month on operational accounting issues. Candidates must have a BA/BS in Accounting coupled with 5-8 years of experience and the ability to analyze financial statements. The successful candidate will communicate effectively with internal clients representing a wide range of financial sophistication. Excellent communication and interpersonal skills are also required and a knowledge of Excel and Lotus is a must. *Location: Framingham MA*
Contact: J. Lynch, Fax: 508-935-4600, Phone: 508-935-4041, Email: julie_lynch@idg.com

Single Copy Sales Associate Mgr/Mgr (IDG Games Media Group)
IDG Games Media Group is looking for a Single Copy Sales Associate Mgr./Mgr. for GamePro magazine. The Single Copy Sales Associate Mgr./Mgr. will manage GamePro's direct single copy distribution channels, including retail, and specialty store accounts (with the exception of the Newsstand channel). Responsibilities include planning, promotion development, financial analysis, budgeting, and management of distributors, consultants, and corporate administrative support staff. This position will also be involved in subscription development programs related to package insert, retail, and corporate sponsorship programs. Qualified candidates will have 2+ years experience in single copy sales. Electronic gaming or consumer publishing experience a plus. Candidates should be creative, efficient, and organized with excellent written/verbal communication skills. PC proficiency in Excel and Word, strong financial and analytical skills, and the ability to handle/prioritize multiple tasks in a fast-paced environment are a must. BA/BS or equivalent experience preferred. Title and compensation commensurate with experience. *Location: San Francisco CA*
Contact: B. Hooven, Fax: 415-975-2609, Email: bhooven@gamepro.com

Production Coordinator (IDG Games Media Group)
IDG Games Media Group is looking for a detail-oriented Production Coordinator for GamePro magazine. Must be extremely proficient with Photoshop and QuarkXpress. Familiarity with Illustrator, FileMaker Pro, Excel, and Word desired. Responsibilities will include color correction of screen shots, dropping of text from Word and formatting in Quark, and implementing clipping paths in Photoshop. Must be a team player, have good communication skills and enjoy a fast-paced environment. *Location: San Francisco CA*
Contact: S. Reimer, Fax: 415-975-2611, Email: sreimer@gamepro.com

Community Editor (InfoWorld)
InfoWorld is looking for a Community Editor to spearhead the media group's community presence. The Editor will tie community discussions and features to all online content and to conferences, events, and interviews. The person will be instrumental in rolling out new community initiatives, software, and functions. The candidate must have a vast understanding of online communities; must have worked at a high-tech publication/Web site for 5 years; and must be an enthusiastic, communicative evangelist for online community.
Location: San Mateo CA
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: shirley_mcdaniel@infoworld.com

Production Manager (Mac Publishing)
Macworld, the #1 resource in the Macintosh market, seeks an experienced Production Manager to oversee the day-to-day operations required for production and manufacturing of the monthly Macworld magazine. Responsibilities include creating the monthly issue map; insuring accuracy and completeness; avoiding editorial/advertising placement conflicts; working with editorial and design staff on page configurations and story lengths; trafficking editorial and advertising pages; shipping pages to the printer; monitoring final approval of page proofs; monitoring extensions, changes and timely receipt of display advertising materials from clients/agencies, and ensuring a smooth coordination of information flow. Require 3-5 years of magazine production experience, knowledge of printing processes and graphic arts, good managerial and communication skills and the ability to work in a team environment.
Location: San Francisco CA
Contact: S. Spingola, Fax: 415-442-0139, Phone: 415-243-3558, Email: sspingola@macworld.com

Online Copy Editor (Network World)
Network World is looking for an online copy editor with 1½ to 3 years previous experience to join a seven-member copy desk. Position involves daily deadline editing of wire and staff-written news stories for our Website. The position also requires the editing of e-mail newsletters on a weekly deadline basis. A candidate should have an excellent command of grammar, usage, AP style and other standard copy editing skills. Newspaper, magazine and technical editing experience a plus. Knowledge of HTML not required, but helpful. Flexibility and an ability to work on tight deadlines critical. *Location: Southborough MA*
Contact: M. Brunaccini, Fax: 508-490-6454, Email: hotjobs@nww.com

Capitol effort: IDG publications elect for strong coverage of IT public policy

With 14 journalists from five business units in the Washington, D.C., area IDG's commitment to covering IT public policy has never been stronger. Nearby *Federal Computer Week* aside, IDG operates two bureaus in the U.S. capital, both located a few blocks from the White House. IDG's competition's presence is minimal.

"IDG publications have more of a D.C. presence and seem to care more about public policy than any of our IT competitors," said *Computerworld* Washington Bureau Chief **Mitch Betts**. "CMP has a D.C. bureau with several reporters; Ziff-Davis doesn't have one at all."

The Washington bureaus of the IDG News Service and *The Industry Standard* have been sharing office space in the National Press Building on 14th St. N.W. since late last year. Two blocks from the White House, the Press Building, erected in 1926 (the cornerstone was laid by President Calvin Coolidge), has been the center for reporters covering the federal government for decades.

Above: Bureau-mates ***Aaron Pressman****, The Industry Standard;* ***Gretel Johnston****, IDG News Service; and* ***Keith Perine****, The Industry Standard. At right: Washington's National Press Building, home to numerous reporters covering the U.S. federal government.*

Covering federal legislation from 14th St. N.W. for *The Industry Standard* are **Elizabeth Wasserman**, Washington bureau chief; and Staff Writer **Keith Perrine** and Senior Writer **Aaron Pressman**. Working alongside are IDG News Service Washington Correspondent **Margret "Gretel" Johnston** and *Network World* Senior Editor **Denise Pappalardo**. *Network World* Senior Editor **Carolyn Marsan**, who works primarily from home, also maintains a desk at the bureau.

"We check with each other about stories we're covering, pass on media advisories and let each other know what's going on," Johnston said. If a publication reporter is covering an event and going to file a story quickly that would satisfy the News Service's deadline, then Johnston said she wouldn't cover it as well and duplicate the effort. "Stories like the Microsoft antitrust trial, however, are so big that we each go for our own story," she said.

Johnston said much of what she and her co-workers cover deals with legislation and regulations that could effect how technology companies can be run. *The Standard* reporters have recently been focusing on privacy issues, Internet security, taxation and the breakup of Microsoft. "We all have our territories to cover, but there are points where they overlap, and we have to figure out if one story or more is needed," she explained.

This reportorial pool also occasionally works with *Federal Computer Week*, which is based in the nearby suburb of Falls Church, Va. Johnston said that *FCW*'s mandate is so intently focused on what the government is doing with IT – what it buys and how it uses it – that its interests don't always overlap with what the pool is covering. "Their reporters may stop in and write a story that needs to be filed before they can get back to their office," she said.

At nearly 30 years old, *Computerworld*'s Washington, D.C., bureau is IDG's longest running operation in the nation's capital. It has even proved to be an IDG career springboard — *Federal Computer Week* President and Publisher **Edith Holmes** was once *CW*'s Washington bureau chief.

Betts maintains that *CW* was the first IT publication to tackle privacy issues, "a tradition we like to keep going," he said. *Network World* has a long history of covering the Federal Communications Commission and has had a Washington bureau since the magazine was founded in 1986.

At 1331 Pennsylvania Ave. N.W., Betts and *CW* Feature Writer **Gary Anthes** share space with *Network World* Senior Editors **Ellen Messmer** and **David Rohde** and the bureau's shared Research Assistant **Deidra Massenberg**. *CW* Senior Editor **Patrick Thibodeau** works from home and will join the growing *CW-NW* bureau when it moves to a larger office in December. *InfoWorld* Senior Editor **Jennifer Jones** and *CW* Reporter **Bob Brewin**, who also work from home, can also access a visitor's desk.

For more details, contact Gretel Johnston at margret_johnston@idg.com or Mitch Betts at mitch_betts@cw.com. WU

noteworthy people

Fernando

IDG WORLD UPDATE
Torto

IDG WORLD UPDATE
McNamara

IDG WORLD UPDATE
Viscasillas

IDG WORLD UPDATE
Capotosto

Promotions

PC Advisor's Online Director **David Fernando** has been promoted to publisher. "This is in addition to maintaining his responsibilities as our online director," said Publishing Director **Kit Gould**. "Since joining us in February, David has established the online team, developed the business and publishing plan and implemeted the latest round of investment to great effect. The result was that the first month of trading with the new design and marketing approach garnered a 37% increase in page impressions."

Gianco Melcarne, IDC Australia senior analyst in the Small Business, Corporate and Vertical Market Research group, has been promoted to marketing and communications manager for IDC Australia. "Coming from an analyst background, Gianco will enjoy a unique perspective that will allow us to ensure that our research is creating products that match closely what our clients and prospects are telling us they need," said **Chris Fell**, vice president and managing director of IDC Australia and New Zealand. "Gianco's skills, undoubted energy and creative problem solving will allow us to continue our rapid growth."

Joel Martin moves up the IDC Australia organizational ladder from senior analyst, Asia/Pacific Data Communications Research, to research director for IDC Australia. "[Joel's] skills as an experienced researcher and top-quality analyst will be a key addition to the management team," said Chris Fell, vice president and managing director of IDC Australia and New Zealand. "Our rapid growth and new array of products in the eBusiness and Services space means we need a team leader who can drive consistent, high-quality, locally based research with sound definitions and methodologies across our products."

After three years as an editor at *PC World Italia*, **Francesco Orsenigo** has been promoted to the publication's newly created post of vice editor-in-chief. Before joining IDG Italy, Francesco worked for *Chip* and *PC Week Italia.*

New employees

Senior Analyst **Stephanie Torto** comes to IDC from Lotus Development Corp. where she was a consultant. She will be responsible for covering the solutions integration industry. She holds a B.A. in East Asian studies from Union College in Schenectady, N.Y., an M.B.A. from Babson College in Wellesley, Mass., and likes to jog and travel.

Previously vice president of institutional fixed-income sales at Fleet Securities, **Tom McNamara** is now an account executive with IDC. He graduated from Vermont's Norwich University with a B.A. in English literature and enjoys running and swimming.

IDC's Investment Research Services division has hired **Deborah Lee** as an associate analyst. A recent graduate of Wellesley College with a B.A. in economics, she was elected Alumnae Board class representative for her class of 2000. She enjoys rollerblading, singing and community service.

IDC in Framingham has hired **Michael Hennessey** as a senior research analyst in its Investment Research Services division. He was previously an international equity analyst at Pioneer Investment Management and holds a B.S. in business from the University of Vermont and an M.B.A. from Babson College in Wellesley, Mass. In his free time he likes to play golf, tennis and softball.

Research Analyst **Chris Chute** comes to IDC's Digital Cameras and Scanners group from Linkage, Inc. where he was a project manager. He holds a B.A. in history from Boston College and this fall will begin work on an M.B.A. there. Away from the office he is a competitive fencer and fencing official. Chris recently became engaged.

Editorial Assistant **Stephanie Viscasillas** comes to *CIO* from *Boston Magazine* where she worked as an intern. She earned a B.S. in journalism from Boston University and is an ardent Red Sox fan.

CIO has hired **Lauren Capotosto** as an editorial assistant. She previously worked for Addison-Wesley Longman as a publishing intern. Lauren has a degree in English and political science from Pennsylvania's Villanova University, and enjoys theatre and volunteer work.

Samantha Jang has been hired by *SunWorld* as an associate editor. She was previously online editor for the Asian-American Journalists Association where she worked on the Web site and national newsletter. She holds a B.A. in English and comparative literature from Occidental College in Los Angeles and likes to read, swim and cook.

Previously assistant dean of computer and educational technology at Boston's Northeastern University, **Mahendra Singh** is now director of systems at ITworld.com. She holds a B.S. in mathematics and science from the University of Guyana, an M.A. in psychology from The New School in New York City and an M.S. in computer science from the New York Institute of Technology. Away from her desk, she enjoys fitness, traveling and music.

Jacqueline Clause joins *InfoWorld* as a human resources coordinator, coming from Road Runner Sports where she was a net service representative. She graduated from California State University/San Marcos with a B.A. in sociology. A recent transplant from San Diego, she enjoys exploring the San Francisco Bay Area, cooking, shopping and running.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

17

Katerine Soltis *IDG Books*

15

Steve Ireland *IDG Australia*

14

Ralph Finos *IDC*
Karin Quack *IDG Germany*

13

Kimberly Schuberthan *IDC*
Giulio Ferrari *IDG Italy*

12

Lyn See *IDG Australia*

10

Scott McLarnon *IDC*
Richard Willoughby *PC World*

8

Lynda Fitzpatrick *IDC*
andy Perry *IDC*
Ellen Julian *IDC*
Eric Lam *IDG Hong Kong*
Debra Becker *Network World*

7

Dana Thorat *IDC*
Mohd Yasin *Computerworld Singapore*
Kazuyoshi Miura *IDC Japan*

6

Rhonda Veloni *IDC*
Susan Davis *IDC*
Loren Loverde *IDC*
Douglas Chandler *IDC*
Kathleen Welton *IDG Books*
Cornelia King *IDG Books*
Norma Charles *IDG*
Renate Regnet-Seebode *IDG Germany*

5

Randy Giusto *IDC*
Joan Young *IDC*
Cheryl Giangregorio *IDG Communications*
arol Silbermann *IDG*
William Binan *IDG.net*
Karl Martin *IDG New Zealand*
Stephen Wright *IDG New Zealand*
Thomas Perskowitz *IDG Germany*
Karen Blythe *IDG Global Solutions*

4

Thomas Mahowald *IDC*
William Ganci *IDC*
Mary Sims *IDG Books*
Bryan Stephenson *IDG Books*
Roberta Stockwell *IDG Books*
Kate Godfrey *PC World*

3

Janet Waxman *IDC*
Michelle Bailey *IDC*
Ana Volpi *IDC*
Beth Knotts *IDG Books*
Ryutaro Fujii *IDG Japan*
Chris Wong *Computerworld Singapore*
Verena Schieder *IDG Germany*

2

Cynthia Doyle *IDC*
Katrina Menzigian *IDC*
Claudio Checchia *IDC*
Courtney Munroe *IDC*
Billie Williams *IDG Books*
Royanna Stidham *IDG Books*
Sandy Rodrigues *IDG Books*
Phillip Goodson *IDG Books*
Rodney Haden *IDG Books*
Cynthia Jennings *IDG*
Steven Reed *IDG*
Jean Gasbarro *IDG International Publishing Svcs.*

1

Diane Scheiffler *IDC*
Peter Brown, Jr. *IDC*
Judith Brief *IDG Books*
April Fazio *IDG Books*
Nivea Strickland *IDG Books*
Kathleen Tandy *IDG Books*
Mark Reichenthal *IDG Books*
Lori Fulling *IDG Books*
Chandani Thapa *IDG Books*
Tonya Ward *IDG Books*
Mildred Sanchez *IDG Books*
Motohiro Miura *IDG Japan*
Diana Goodwin *IDG.net*

Information for this column may be sent to *IDG World Update* at world_update@idg.com.

IDG Hungary invites *CW* readers to be race car drivers for a day

SZÁMITÁSTECHNIKA

A banner greets early arrivals for the Computerworld Szamitastechnika Racing Cup.

Drivers, start your engines! With that command (or the Hungarian equivalent thereof), the elite of Hungary's IT managers, business executives and IT salespeople were off to a fast start at the first *Computerworld Szamitastechnika* Racing Cup.

The event, held May 19 at Hungaroring, home of the Hungarian Formula 1 Grand Prix, proved a unique and highly successful way to promote the *CW* name and build relationships with close to 400 readers — many more than organizers anticipated.

Before the races, participants viewed IDG Hungary's first promotional video and received a special edition supplement of *CW* articles on IT and automobiles (see sidebar). After a briefing on the facility's driver safety rules, attendees were assigned to one of three venues — race circuit, off-road course or test-drive track. (Despite the location, no Forumla 1 cars were driven.)

For more information on the Cup, contact **Attila Schopp** at schopp@idg.hu. **WU**

"On Four Wheels" column takes readers on a tour of automotive IT

In a nod to the likely extracurricular interests of its readers (94% of whom are men and 70% of whom are in the IT business), *Computerworld Szamitastechnika* introduced an automotive-related column last year called "On Four Wheels." According to *CW* Editor-in-Chief **Andrea Sziebig**, the column covers "how IT can help make cars more efficient and reliable and how it can enhance the driving experience."

CW has an agreement with local car dealers to test eight to 10 new cars a year, keeping each a week for test drives and analysis to assess the performance of on-board electronic systems, navigation systems, cruise control, anti-lock brake systems, etc.

"However, we do not want to get stuck in the world of hardware," maintains Sziebig. The column's writer and editor, **Attila Martonffy** also reviews automotive design software products and describes the IT-supported manufacturing processes and business strategies of the car makers. In addition to enterprise resource planning and logistics systems, the column covers safety simulation systems, state-of-the-art diagnostic tools and how the communications and IT systems of the emergency and service networks operate.

CW was the first IT publication in the market to cover this topic and remains the only one doing so among Hungary's IT and business weeklies. Informal feedback from readers shows much support for the column, and the participation at the CW Racing Cup underscored their interest in the topic.

celebrating 10!

Name
Judy Bonasoro

Home
Framingham, Mass.

Joined IDG
March 23, 1989

Career path
I joined IDG in 1989 as a part-time administrative assistant in Framingham.

Current title
I work at the Corporate Support Center in Boston as an administrative assistant/receptionist.

Best part of my job
Traveling and meeting other IDGer's from around the world.

Latest accomplishment
Planning two weddings in one year and raising a teenage daughter.

Career highlight
My 10th anniversary dinner with Pat McGovern.

Interest outside the office
Family, working with children, traveling to Maine and working in the yard.

Family
My husband's name is Bob, and we have three children: Keith, age 28, Kim, 25, and Kristin, 17.

What's the most rewarding thing you've done?
Being a wife and mother to three children.

Five people — living or dead — you'd invite to a dinner party?
Princess Diana, Barbara Bush, Jacqueline Kennedy Onassis, Tom Cruise and Julia Roberts.

First job
My first job out of high school was working at Ten Acre Day Camp running the Extended Program for children 3 to 5 years of age. I also became a nursery school teacher after college.

Favorite vacation spot
Maine (God's country).

What others can't tell just by looking at me
I am a grandmother of a 2-year-old grandson. His name is Aaron.

Retirement dream
Buy a home in Maine and travel with my husband.

Judy Bonasoro *joins IDG Chairman* ***Pat McGovern*** *for dinner at Boston's Ritz-Carlton in honor of her 10 years of service to the company.*

Manager's profile
"Judy is the official voice of the IDG Corporate Support Center. She is a true professional in her job and has an incredible can-do attitude that reflects in everything she does at IDG and for her colleagues. We are very fortunate to have someone like Judy at the CSC as she is a team player, well organized and represents all of IDG's corporate values!"

— Marion Kibbee, VP/Corporate Services

Bon Bastille Day!

On July 14 France celebrates Bastille Day, which marks the end of the monarchy and the beginning of the French Revolution.

In the mid-1700s France had the largest population in Europe and not nearly enough food to feed it. The poor were becoming clamorous, the growing middle class was allowed no political input or power, and the nation was nearing bankruptcy. By the late 1780s the French began speaking out at assemblies and demanding a constitution. When King Louis XVI and Queen Marie Antoinette tried to quiet the unrest, the people rebelled.

On July 14, 1789 the masses, assisted by royal troops, stormed the Bastille prison, which housed political prisoners and stood as a symbol of the corrupt political system, thus beginning the revolution. The following year on July 14 delegates from across France gathered in Paris to celebrate the Fête de la Fédération and proclaim their allegiance to one national community.

The French Revolution gave birth to the country's tricolor flag, with blue and red the colors of Paris and white the color of royalty. Bastille Day was proclaimed a national holiday in 1880.

New address for IDC U.K.

IDC U.K. has consolidated its two offices and is now located at:

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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Network World seminar series goes international

Sister publications in Paris, Brussels and Munich co-host LAN town meetings

All smiles at the conclusion of the successful Town Meeting in Munich are Kevin Tolly, president/CEO of the Tolly Group; ***John Gallant****, editorial director, Network World; "Oscar" the LAN man;* ***Steven Engel****, general manager of seminars and events, Network World; and* ***Gerd Bausewein****, editor-in-chief, Network World Germany. The cardboard cutouts of "Oscar," created by Network World Germany staff, were located throughout the hotel where the meeting took place. The cutout is well-known at IDG Germany tradeshows and events; the sign he holds changes to reflect the event.*

The power of IDG business unit collaboration was on display last month as *Network World* U.S. teamed up with its sister publications in Paris, Brussels and Munich to introduce the "State of the LAN" Town Meetings series in Europe.

The series provided a forum to address LAN management issues and technology concerns facing network managers and executives. The tour attracted more than 350 paid registrants overall; Munich drew the largest crowd with more than 100 people in the audience.

"This was a great way for us to work with our colleagues abroad to extend the Network World brand,"said *Network World* Editorial Director **John Gallant**. "It's also a great opportunity for those of us in the U.S. to get a better understanding of how the rest of the world views and uses technology."

continued on page 2

Evilee Thibeault named CEO at Network World

Evilee Thibeault *has been with Network World since 1989.*

Evilee Thibeault has been appointed CEO of Network World, Inc., in addition to her responsibilities as publisher of *Network World*. Thibeault will continue to work with the Network World team to deliver high-quality network news and information, custom integrated product offerings, and evolve marketing and sales strategies through Network World's print, online and event programs.

"Evilee's marketing expertise and compelling vision have driven Network World's record growth, which has made it the fastest growing publication in its category," said **Kelly Conlin**, president and CEO of IDG. "Network World has also been an excellent role model for an integrated media company, by building world-class online and events products in addition to its flagship publication which was recently named 'Best Trade Publication' by Computer Press Association and awarded two National Gold Awards by the American Society of Business Publication Editors."

"It is an honor to lead a team as talented as the one at NWI, and I count my blessings every day," said Thibeault.

Thibeault joined Network World in 1989 as marketing communications manager and has served as senior vice president and publisher since 1996. In 1999, she was promoted to president and publisher. Thibeault will retain her role as publisher and continue to oversee all operations including circulation, production, marketing, advertising and sales. Under her leadership, *Network World* achieved record-breaking ad page growth in 1999 and 2000, extending its nearly two-year industry leadership position with the highest number of total ad pages and market share of all network publications.

Thibeault has nearly 20 years of industry experience in high-tech publishing, marketing and research. As senior vice president/publisher of Network World, Thibeault developed the company's integrated sales strategy of print, online and event product offerings and frequently speaks at educational events about marketing and her role as publisher. WU

IDG Books sews up new consumer niche

With its announcement that it will team up with Simplicity Pattern Co. to produce a pattern collection that will include craft patterns, home decorating patterns, kids' apparel patterns and accessory patterns, IDG Books is extending the reach of its *For Dummies* brand into a new consumer niche.

Slated to arrive in stores early next year, the *For Dummies*® pattern collection will adopt the brand imagery of the distinct yellow-and-black *For Dummies* design, logo, icons and user-friendly format.

The *For Dummies* patterns will be available in the U.S., Canada, and the U.K. The collection will be featured in Simplicity's popular pattern catalogs, which are updated eight times a year and distributed to mass market, fabric, craft and specialty stores. Catalogs and designs can also be viewed online at www.simplicity.com.

"This strategic partnership with Simplicity leverages our mutual strengths," said **Lina Pagano**, licensing manager for IDGB. "Both brands are category leaders. Both are particularly strong with the growing market of females in their 30s and 40s who are professional, married and interested in reducing stress by learning new hobbies like sewing and crafts."

Since the brand made its debut in 1991, there are more than 85 million *For Dummies* books in print, and the brand is recognized worldwide for its anxiety-chasing approach to making learning a wide range of topics, from computers and cooking to personal finance and foreign languages, simple and fun.

Manhattan, N.Y.-based Simplicity Patterns is the world's largest manufacturer of home sewing patterns and sewing instruction materials.

Seminars

continued from page 1

Based on the highly successful Town Meeting formula developed by Network World in the U.S., the European series consisted of a keynote speech, vendor presentations and roundtable discussions. Kevin Tolly, president and CEO of the Tolly Group and an independent analyst of LAN technologies, presented the keynote. Gallant moderated the roundtable discussions alongside Tolly, the editor-in-chief of the local Network World publication, and the vendor representatives. The local participants were:

- Paris (July 4): **Pierre Mangin**, publisher, *Reseaux & Telecoms*. Sponsors were Alcatel, Cabletron/Enterasays, 3Com and Eolring from France; Foundry, Alteon, Lucent, Marconi and Agilent from the U.S.
- Brussels (July 5): **Lode Goukens**, editor-in-chief, *Network & Telecom*. Sponsors were Alcatel from France; Foundry, Alteon, Lucent, Marconi and Agilent from the U.S.
- Munich (July 6): **Gerd Bausewein**, editor-in-chief, *Network World Germany*. Sponsors were GE Compunet from Germany; Alcatel from France; Foundry, Alteon, Lucent, Marconi and Agilent from the U.S.

Each of the participating companies purchased a presentation sponsorship (except for Agilent, which was an exhibitor only), enabling them to outline their views on LAN technology and marketing strategies in the morning and highlight solutions and products in the afternoon.

Each of the three participating European *Network World* titles are eager to repeat the seminar's success and have asked Network World U.S. to work with them to plan future sessions. **Steven Engel**, general manager of Network World's seminar and events group, said he would be very interested in hearing from any other colleagues in the *Network World* product line family who would like to explore similar opportunities for events.

The genesis for the international seminar series began at last year's Network World Global Product Support Center meeting in Paris, when staff from Germany and France explored the concept with Network World U.S. As the idea gained momentum and was discussed at this year's product line meeting in Munich, IDG's licensee in Belgium joined the tour.

"The 'State of the LAN' international series is a good example of the product line meetings' value," said Engel. "The more people come, the more contacts will be made and the more ideas will be generated and come to life. We're proof of that!"

For more information, contact Steven Engel at sengel@nww.com or tel: +508-490-6513.

Network World seminars provide an array of networking knowledge

In addition to the Town Meeting series, the 15 members of Network World's Seminar and Events group in the U.S. produces the following events. Like the Town Meetings, the first three listed below generally tour eight cities per topic.

The Reality Check Series. One-day events that look at emerging trends and technologies "beyond the veil of hype" to find out what's real and what's nonsense. These free events bring together top-notch industry analysts with the market's most innovative vendors.

Technical Seminars. These are fee-based, usually one day long. Each focuses on a specific technology area, features a well-known analyst or consultant as its presenter and showcases a premier group of related product and service vendors with tabletop exhibits. Topics are chosen for their importance to today's network IT professionals. Unlike Town Meetings or Tech Updates, this format provides a full-day tutorial by the presenter, with the opportunity to speak with vendor professionals during the morning break and lunch.

Tech Updates. These one-day, fee-based programs are a unique combination of two highly popular Network World types of events: Technical Seminars and Town Meetings. This newly implemented format includes both a tutorial segment led by a well-known analyst or consultant, as well as vendor presentations and a roundtable moderated by a senior-level editorial representative from Network World.

NetworkWorld seminars and events

Virtual Seminars. These free programs, typically one hour in length, are broadcast over the Internet, allowing participants to attend without ever leaving their desks. Participants can view a slide presentation, hear a presenter speak, ask questions and receive answers. Attendees from all over the world can easily participate, no longer limited by travel and long distances. Altiga, 3M, Sprint and Xedia have all sponsored recent Virtual Seminars on various topics.

For more information, go to www.nwfusion.com/pdg/seminars.html.

executive Q and A

Edith Holmes
The president/CEO of FCW Government Technology Group is this week's columnist. She may be reached at eholmes@fcw.com.

FCW Government Technology Group at-a-glance

Location Falls Church, Va.

Year established 1986

Publications

- *Federal Computer Week*, a magazine providing news, technology and analysis to 86,000 federal IT professionals and users; special report supplements and a series of Buyers' Guides.
- *civic.com*, a monthly magazine providing news and features to 62,000 state and local government IT professionals and users, plus special report supplements and a series of state contract guides.

Events

- Government CIO Summit, a semiannual event for between 75 and 100 federal, state and local government CIOs and 12 industry hosts/sponsors.
- Federal 100 Awards Gala, an annual dinner honoring 100 movers and shakers in the purchase and use of IT by the U.S. government. The 11th annual program held last month drew more than 1,000 attendees.
- GovTech, an annual trade show and conference about new technologies and held in Washington, D.C., for 7,500 federal, state and local government IT purchase influencers and users. The show debuted last month.

Web site www.fcw.com

Q Who is FCW Government Technology Group's target audience, and what's the competitive environment in which you operate?

A Federal, state and local government professionals form the core audiences for FCW's print publications, online resources and events. We also serve companies that consider government organizations their customers. With the growth of the Web, our competitive set has become more complex. In addition to publications *Government Computer News*, *Washington Technology* and *Government Executive* in the federal space and *Government Technology*, *GCN State & Local* and *Governing* in the state and local market, we see new competitors in planetgov.com and civiclife.com. GovTech's primary competitors are the three-year-old E-Gov and the well-established, but more general FOSE. While most of IDG competes with Ziff and CMP publications and shows, our longest-standing competitors – *Government Computer News*, *GCN State & Local*, *Washington Technology* and FOSE – are properties of The Washington Post Company.

Q Does dealing with the public sector market differ from targeting a commercial audience?

A Yes. What distinguishes our audiences from the commercial world is that they are budget- rather than profit-driven. Government officials must not overspend their annual budgets, and they lose whatever dollars they do not use at the end of their fiscal years. The result — particularly in the federal government — is heavy spending in the fourth quarter: nearly 25% of the U.S. government's $40 billion budget is spent in September. The other key difference in meeting the needs of the public sector market is government's reliance on established contracts to buy information technology. We meet these challenges by providing our readers and attendees with unique editorial and event program content environments and by continuously covering and researching our markets' primary issues, opportunities and buying patterns and sharing this information with our industry partners.

Q Why did you decide to change *Federal Computer Week* from a tabloid style to a magazine format earlier this year? Do you have any advice for other business units that might be making a similar transition?

A The Web has forever changed publishing dynamics. The move to magazine format was part of a series of steps, including a Web site redesign and a commitment to publishing news daily online. Our goal is to make best use of the strengths of print and Web and to tie them together. Online is most appropriate for information that is perishable and searchable. Print offers portability and added value in the form of longer analysis and opinion pieces and information-rich graphics. Both readers and advertisers have embraced *Federal Computer Week*'s change in format. Our research indicates that 90% of our readers find the magazine as useful or more useful than the tabloid newspaper; 73% say it is more useful. We are achieving this year a subscriber renewal rate equal to or better than the 75% we reached last year. Meanwhile, all but two advertisers have supported the new format; we expect to sustain last year's federal market share of 60%. Lessons reinforced and learned include: marketing the new format's benefits to readers and advertisers early so they look forward to and welcome innovation rather than resist change; choosing the right print and online redesign contractors; and carefully re-engineering the newsroom, taking into account new staffing requirements. Ultimately, the greatest challenge is managing change inside the organization.

Q Why does your business unit have its own test center?

A We have had our own test center for the past six years because government contracts often specify unique configurations. In addition, government contracts sometimes feature products for which test data is not available elsewhere. However, we continually re-examine new ways in which our test and reviews staff could provide value to our audiences, such as evaluating e-government services provided by government agencies. We have also partnered with *InfoWorld* for test center projects in the past and may well again.

Q You're one of the relatively few IDG presidents in the U.S. who hails from an editorial rather than a sales background. Does that present any advantages/challenges?

A My 18 years as a reporter and editor help me relate to the issues and concerns of *FCW*'s editorial staff. Editorial skills also serve well when interviewing industry customers about their business objectives and distilling those goals into marketing plans that use FCW products. The greatest challenge has been dealing with the doubt within IDG's sink-or-swim environment that a former editor can be an effective business executive.

IRS/CIA awards honor analysts for client support

IDC's Investment Research Service (IRS) and Custom Information Access (CIA) team is responsible for supporting market research requests from non-traditional IDC clients. The IRS/CIA clients consist of Wall Street firms, commercial banks, venture capital firms, industrial companies and advertising and public relations companies that need a product packaged and positioned to fit their unique requirements. The IRS/CIA group is highly dependent upon the support of the IDC analyst community in ensuring the success of its program. To ensure that the analysts receive recognition for their efforts in supporting the IRS/CIA client base, the group recently established two excellence awards, one for Outstanding Service and the other for Excellence in Research, which are presented in conjunction with IDC's quarterly Excellence Awards.

The Outstanding Service award goes to an analyst who:
- Responds in a timely manner to IRS/CIA analyst inquiries.
- Makes him or herself available for calls with IRS/CIA clients on a timely basis.
- Informs IRS/CIA analysts of his/her travel plans, thereby attempting to offset costs with an IRS/CIA client visit.
- Updates voice mail message when they are out of the office.
- Sets clear expectations for the IRS/CIA team and clients.
- Informs IRS/CIA analysts of special reports or multiclient studies contained within their programs.

The Excellence in Research Award is given to an analyst who authors a document that:
- The IRS/CIA client base most often requests and/or downloads from IDCNet.
- Contains text and/or tables that have been most quoted in SEC filings for IPOs.
- Has received positive feedback from the IRS/CIA client base.

The winner of the IRS/CIA Q2 excellence award for Outstand-

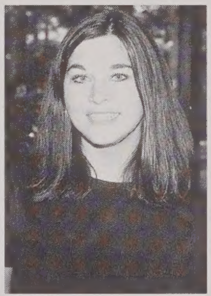
continued on next page

IDC recognizes outstanding achievers for Q2

Nine IDC employees recently received Excellence Awards for outstanding performance during the second quarter of FY2000. The quarterly program recognizes employees who demonstrate superior performance in the areas of business development, product quality, customer service and teamwork. U.S. employees nominate their peers, and winners, each of whom receives a plaque and a cash award, are selected by a five-member committee. Excerpts from the winners' nominations appear below.

Research and Consulting

Business Development
Kelly Matthews, consulting manager (Framingham, Mass.)


Matthews

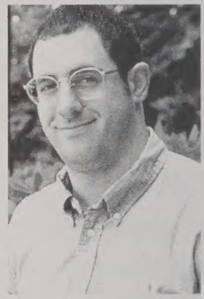
In her (slightly more than) one-year tenure with the Services group, Kelly has exemplified the term "business development" since day one. Chartered with growing the Services group's burgeoning consulting business, Kelly hit the ground running and has yet to slow down. Her performance in FY2000 has been exceptional with nearly $1 million already booked. Some of the larger projects Kelly has both brought into the Services group and coordinated the final delivery of include: AppNet, StrataSource, Andersen, Invigo, AT&T, Xuma and IBM. These projects have not only benefited the Services group from a bottom-line perspective but have established IDC as a thought leader in a number of new research areas (e.g., e-Marketplaces and e-Support) that has in turn led to increased CIS sales, business press coverage and additional custom opportunities.

Customer Service
Kate Sullivan, analyst account manager (Framingham, Mass.)

Sullivan

I knew Kate was special when after only two weeks of employment she was brought in on a conference call with a new client and handled herself like a seasoned veteran. She is professional, insightful, highly motivated, dependable and a pleasure to work with. Her understanding of the importance of customer support and relationship building, with both her internal and external clients, makes her the type of employee managers dream of. She always goes the extra mile when supporting a client request for market data or working with a sales executive on a renewal. Kate has been a member of the IRS/CIA team since November of 1999. In the time she has been with us she has grasped the job of analyst account manager faster than anyone I've worked with in my six years here at IDC. She manages nearly 30 accounts in her portfolio totaling over $1 million dollars in revenue to IDC.

Product Quality
Chris Murphy, senior research analyst (Framingham, Mass.)


Murphy

Chris Murphy is a key member of IDC's PC Pricing team and has displayed outstanding performance in his team approach to helping improve product customer service, product quality as well as business development. He seized the initiative in helping to create new data sources and solve data integrity issues within the PC Pricing program. Chris has received a number of customer and IDC sales rep citations for his attention to customer courtesy and care in representing the IDC PC Pricing database. He has worked closely with **Joe Loiselle**, director, IT Advisory Tools, to demonstrate to a growing roster of user clients the value of our PC SmartBuy products. His strong response and customer service record have helped us grow the SmartIndexing portion of our vendor business. Chris has also taken it upon himself to help train and motivate new members of the team.

Corporate Services

Teamwork
Patrick Gorman, senior marketing manager (Framingham, Mass.)

Gorman

Patrick has shown an extremely high level of teamwork, focus and quality in supporting the Personal Systems Group at IDC. As he aggressively promotes reports, research findings, multiclients studies and CISs, Patrick has shown adeptness at balancing a heavy workload with a can-do and pleasant attitude. He has shown commit-

IDG W [illegible] UPDATE PHOTOS

IDG

Week of July 17, 2000

Editorial Assistant (CXO Media)
Editorial assistant duties include fact checking and research, assisting and supporting editorial staff, writing occasional short items, and answering reader and PR inquiries. Candidate must be detail-oriented, flexible and a team player, with the ability to work independently. Good communication skills a must. Knowledge of Microsoft Word, Lotus Notes, e-mail and on-line technologies is helpful but not required. *Location: Framingham MA*
Contact: J. Snow, Fax: 508-935-4600, Phone: 508-935-4631, Email: jennifer_snow@idg.com

Program Development Manager (CXO Media)
CIO Executive Programs seeks a Program Development Manager. In this position you will have responsibility for content development and marketing support of individual programs or events. This includes developing conference themes, creating the agenda, researching and retaining the highest level pertinent presenters, negotiating contracts, program promotion including collateral content development and fulfilling the overall role of event manager; ensuring that schedules, quality and attendance targets are achieved. Success in this role depends on strong communication skills and a good understanding of the needs of target audiences. Ideal candidates will possess a Bachelor's degree or equivalent and 3+ years of IT business event experience. Candidates should have demonstrated ability in project management; strong creative writing and editing skills; excellent communication skills; and the ability to excel in a fast-paced, multitask environment. Travel required. *Location: Framingham MA*
Contact: P. Reilly, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

VP, Manufacturing (CXO Media)
CXO Media seeks a seasoned strategist to oversee the production process for CIO Magazine, Darwin Magazine, Custom Publishing Projects and Executive Programs materials. This individual should possess complete knowledge of day-to-day operations in order to provide managerial guidance to the department's staff. Responsibilities will include developing strategic goals for the purchase of paper, printing and distribution along with implementing current and future technologies. The VP of Manufacturing will be a member of CXO Media Inc.'s Executive Committee and consult to all departments on production related items. Qualifications: minimum of ten years of experience running a publishing manufacturing/production department within a fast paced technology driven environment. *Location: Berkeley CA, Framingham MA*
Contact: P. Reilly, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

Intern, Hardware Marketing (IDC)
Assist group marketing and business development with activities including, but not limited to, event registration, prospect generation, database management, web research, and marketing campaigns. *Location: Framingham MA*
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

QA Engineer (IDC)
IDC's IT Department seeks a Quality Assurance Engineer who can help us deliver consistently high quality applications to both internal and external customers. Working as a critical member of the development team, this person will be the QA lead for projects. The QA Engineer will lead planning, testing and documentation for all QA aspects of projects to ensure that delivered products meet design requirements. Other critical responsibilities include conducting regression and limits testing on new software systems, plus testing and confirming bugs. The ideal candidate will have 2+ years experience application development testing and excellent writing skills. The QA engineer will manage and develop IDC's documentation (both technical and customer documentation) library. Experience delivering QA services for the Internet, Lotus Notes, Oracle, and Java highly desired. College graduates preferred. *Location: Framingham MA*
Contact: J. Snow, Fax: 508-935-4600, Phone: 508-935-4631, Email: jobs@idc.com

Promotional Copy Writer (IDC)
IDC has an immediate need for a prolific writer to develop direct mail, press release, and Web site content. You will also be responsible for producing client testimonials and case studies, brochures, collateral, and other sales tools. The successful candidate for this position will have 3-5 years of promotional copy writing experience and a track record of success. Responsibilities include working with a team of high-profile market analysts to translate technical ideas and data into compelling marketing messages. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Promotional Creative Services Manager (IDC)
IDC's Marketing Services department is looking for a creative, multitasking, hands-on individual to manage small, but highly productive and fast-paced graphics and desktop publishing group. The successful candidate will be responsible for graphic design, layout production with heavy text formatting and project management of all IDC's marketing collateral and promotional campaigns: including product fact sheets, multiple brochures, direct mail pieces, product packaging, conference promotional pieces, web design and ad hoc projects, as well as for developing ongoing relationships with outside design resources and printers to be utilized during peak seasons. MAC and PC expertise desired; Quark Express, Powerpoint, Photo Shop, Illustrator absolutely required, along with 6 to 8 years of design experience, strong management background and excellent communications skills. Must have extremely strong organizational and project management skills. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Account Executive, Hardware & Telecom Accounts (IDC)
This is an outside sales position that requires a 2 to 5 years selling and quota carrying experience. Strong familiarity with computer industry a must. Previous sales of syndicated research a strong positive. Position is part of a focused sales team effort and will report to AVP for Hardware. Position will be responsible for finding approximately $700,000 of new business (Hardware and Networking/Telecom) within nonexisiting IDC accounts throughout the US. Position requires very little overnight travel. Very Strong and assertive phone and selling skills a must, as well as a good team player and attitude. Strong computer skills a plus. *Location: Framingham MA*
Contact: D. Siegel, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Business Development Manager, Latin America Sales (IDC)
Business Development Manager (BDM), Latin America Sales is responsible for growing sales within our Latin America subsidiaries & affiliates. In addition, the BDM will be responsible for implementing global selling policies with all Latin America offices. At least 5-8 years of previous sales and management experience is required. Spanish and Portuguese fluency is a major plus (at least one is required). Travel of 50%+ will be required. Knowledge of Microsoft Windows, Excel, PowerPoint and Lotus Notes is preferred. Experience working in the IT or Telecom field is required. MBA is preferred. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Sales Manager, Consulting Sales (IDC)
This is a senior level sales position that requires 8 to 10 years outside sales with a minimum 5 to 10 years related technology experience. Strong familiarity with computer industry and experience in selling concepts and other intangible product a definite plus. Position is part of a focused consulting sales team effort and the Consulting Manager will have $4,000,000 to $5,000,000 consulting quota. Position will be selling and marketing IDC Custom Consulting capabilities. Position reports to Vice President, Industry Consulting. Very Strong and assertive phone skills a must, as well as a proven success working on a team. Position requires approximately 20 to 25% travel and is slotted to start on or before September 1, 2000.
Location: Framingham MA
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Sales Representative (IDC)
This is an entry level sales position that requires a 1 to 3 years sales and/or telemarketing experience. Familiarity with computer industry a must. Position is part of a focused sponsorship sales team effort and will require 5+ hours/day on the phone with clients and prospects. Position will be assisting sponsorship new business team in varying parts of the sales cycle including prospecting, qualifying, interest development, education, contract generation, marketing, contract processing, etc. Very strong and assertive phone skills a must, smart self starter, as well as a good team player and attitude. Strong computer skills a plus. Besides annual sales meetings, 5 percent overnight travel associated with this job. Position must start ASAP.
Location: Framingham MA
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Sales Representative, Consulting Sales (IDC)
Inside Sales Representative to assist Enterprise Consulting Sales team in developing, proposing, and closing custom research projects with major IT Vendors and Users. Will include traditional primary research, as well as speeches and custom marketing services. Reports to Associate VP of Enterprise Consulting Sales, but will provide inside sales support to entire team (3 total consulting sales persons). Will require some travel, and excellent presentation, account organization, and penetration skills. Must have 1-3 years of sales and/or sales support experience preferably with technology research or custom services. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Senior Account Executive (IDC)
This is an outside sales position that requires 3-5 years outside sales experience and 5 - 7 years of related technology experience. The position is part of a focused Hardware sales team effort and will require basic sales skills of prospecting, qualifying, demonstrating, handling objections and closing sales. Position will be handling over $2,000,000 of installed base clients. Individual will be responsible for representing entire IDC product line. Position will report to the Sales Director, Hardware Sales. There is approximately 30% travel associated with this role. *Location: Mountain View CA*
Contact: D. Siegel, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Sr. Account Executive, Telecom, Latin America Sales (IDC)
The Senior Account Executive, Latin America Sales is responsible for assisting the L.A. Sales Director with acquiring new accounts and growing current accounts. At least 5-7 years of previous sales experience is required. Spanish or Portuguese fluency is a must. Knowledge of Microsoft Windows, Excel, PowerPoint and Lotus Notes is preferred. Experience working in the IT or Telecom is a plus. MBA is preferred. *Location: Miami FL*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Web Developer (IDG Global Communications)
IDG Global Communications, a division of International Data Group, the world's leading technology media company is seeking a qualified individual for the following position. The individual in this position will develop and support web-based applications for IDG Global Communications' customers worldwide. Responsibilities include: working closely with the IDG Global Communications development staff and corporate clients to develop specifications; building the applications using HTML, JavaScript and server-side scripting tools; and providing technical support as needed after applications are in production. This position reports to the President. Qualifications: The successful candidate will have 2-3 years of programming and analysis experience. Experience with HTML, JavaScript, and one or more other scripting languages required, as well as one or more of the following server-side scripting environments: Visual Basic, Java, PHP, or complex CGI scripts using Perl. Experience with relational databases, SQL, ODBC, XML and Lotus Notes is a plus. Hands-on experience with the entire life cycle of a web development project is highly desired. The candidate must possess excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to work well as a member of a team, and above all, have a desire to work in a fast-paced challenging environment. Submit resumes and salary requirements. Principals only. *Location: San Mateo CA*
Contact: D. Garza, Fax: 650-524-5730, Phone: 650-524-5701, Email: diana_garza@idg.com

VP of Business Development (IDG.net)
In this key role, you will negotiate and manage business partnerships with multinational clients, evaluating business opportunities and helping create innovative products and services to take advantage of these opportunities. In this capacity you will need to be able to work closely with both the IDG.net staff and other IDG personnel to cultivate product development and provide the client with a seamless and satisfactory experience with IDG. Experience negotiating/closing important strategic partnership/sales deals is essential, along with a strong knowledge of emerging technologies and a working knowledge of the Internet. A background in business development, product management, or media is preferred. Sales/account management experience is also key. *Location: San Francisco CA*
Contact: J. Julian, Fax: 415-267-4558, Phone: 415-267-4545, Email: jeff_julian@idg.com

Acquisitions Editor (IDG Books Worldwide)
The Consumer Education & Reference Group seeks a detail-oriented Acquisitions Editor to acquire titles and develop topic subcategories in the Education & Literature category. Ideal candidates will have a working understanding of acquiring titles, with the ability to demonstrate extensive agent/author contacts and knowledge of all areas of publishing. Minimum B.A. in English or related field. Familiarity with For Dummies, CliffsNotes, and Webster's New World helpful, as is knowledge of the Education marketplace. *Location: Chicago IL*
Contact: J. Meyers, Fax: 212-884-5547, Email: nyjobs@idgbooks.com

Production Coordinator (IDG Books Worldwide)
Production Coordinator will manage the very successful Frommer's Travel line of books. Reporting to the Manufacturing Manager, the coordinator will be responsible for estimating, writing purchase orders, coordinating schedules and materials, and interfacing with design, editorial and sales staff as well as managing outside printers. We require 2 + years book production experience and strong math and communication skills. College degree preferred. Candidate must be highly organized, detail oriented and able to work independently. Knowledge of MS Office required. *Location: New York NY*
Contact: J. Meyers, Fax: 212-884-5547, Email: nyjobs@idgbooks.com

Page Layout Technician (IDG Books Worldwide)
Working the day shift, this position will produce quality, high volume work with minimal errors and will complete daily logs of production activity. Specifically, the technician will merge text and graphics into complete pages, produce book layouts, complete text tests for sample chapters and prepare indexes in a timely manner. Success demands 2 years desktop publishing experience and sound Macintosh skills. Extensive knowledge of QuarkXPress is essential. Ability to use File Maker Pro, Excel, and DOS to Macintosh conversions is also needed. Preferred candidates possess experience with color, design, and book production. *Location: Indianapolis IN*
Contact: C. Secrist, Fax: 317-572-4001, Email: injobs@idgbooks.com

Production Manager (IDG Books Worldwide)
You will manage the daily operations of Graphics and Second Shift to ensure all scheduled projects are completed in a timely, cost-effective manner while anticipating problems and resolving them proactively. Other responsibilities include hiring, training, and evaluating staff; creating efficient development processes and researching and creating processes to support the department and supply documentation. A bachelor's degree in business, computer science, English, journalism or related field and 3+ years of management experience in the publishing industry are required. Excellent communication and organizational skills are essential along with knowledge of Mac OS, QuarkXPress, Photoshop, Illustrator, Acrobat, File maker, Excel, and Word. *Location: Indianapolis IN*
Contact: C. Secrist, Fax: 317-572-4001, Email: injobs@idgbooks.com

Proofreader (IDG Books Worldwide)
Attention to detail is needed to check page proofs for corrections and layout accuracy. This position will make minor page corrections using Quark, finalize proofs for shipment and complete daily logs of production activity. Organizational and prioritizing skills are key along with ability to produce a high volume of work with minimal errors. A bachelor's degree in English or journalism and or/related experience preferred. *Location: Indianapolis IN*
Contact: C. Secrist, Fax: 317-572-4001, Email: injobs@idgbooks.com

Vice President of Production (IDG Books Worldwide)
We'll rely on your sound understanding of the desktop publishing process as you provide operational, technical, and organizational leadership and vision to the Production Services Department. Specific responsibilities entail managing direct reports and department staff, designing and directing new processes to improve efficiency and hiring and training competent employees. Technical knowledge of desktop publishing, computer hardware, software and networks along with 7+ years of related experience is required. Strong communication skills and the ability to apply technology based solutions to rational book product processes are necessary. Bachelor's degree in graphics or related area is a benefit. *Location: Indianapolis IN*
Contact: C. Secrist, Fax: 317-572-4001, Email: injobs@idgbooks.com

Conference Coordinator (IDG Conference Management Company)
IDG Executive Forums is seeking an self-reliant individual to support the production of all IDG Executive Forum conferences. At the direction of the Director of Operations, will be required to handle all various components of conference productions including but not limited to: participants activities management; audio/visual support; demonstrators support; food and beverage; logistical support; speakers support; and sponsors support. Individual must take direction well and be highly motivated. Minimum of 2-4 years event production and/or marketing experience. Experience managing vendors such as hotels. Excellent written and verbal communication skills. Must work well in a fast paced collaborative environment, where often "all hands" are required. Experience with computers and proficient in the following software: FileMaker Pro, Microsoft Word, Excel, Web Browser and E-Mail packages.
Location: San Mateo CA
Contact: B. Bruce, Fax: 650-312-0547, Email: bobb@execforums.com

Technical Support Specialist (IDG Corporate Support Group)
Looking for an exciting new technical challenge? Would you thrive in an environment where your technical growth is consistently supported and where you support the latest in NT Servers, Cisco Routers, LANs and WANs? Come join us @ IDG's Corporate Support Group where you can be part of a dynamic team supporting high-end NT Servers, PC's, Win 95,98, NT Client, VPN, Frame Relay. Minimum Requirements: 4+ yrs experience which includes strong project management, customer service, diagnosis & troubleshooting of LAN/ WAN failures. Knowledge and administration of Novell networks and e-mail systems such as Lotus Notes and POP are strong plus. Email your resume with salary requirements to the contact listed below.
Location: Framingham MA
Contact: A. Gill-O'Toole, Fax: 508-935-4600, Phone: 508-935-4149, Email: annie_gill-o'toole@idg.com

Graphic Designer (InfoWorld)
InfoWorld a Tech Smart, Business Savvy IT publication is seeking a Graphic Designer for our growing Editorial Art Department. Responsibilities include laying out pages of our magazine; working closely with Art Directors commissioning photographs and creating information graphics; providing minimal administrative support for the department; and helping with the design of our website. Must have 2 years design experience. Quark, Illustrator and Photoshop skills required. Web design experience a plus. Please send a cover letter/resume and, if possible, samples of your work.
Location: San Mateo CA
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: shirley_mcdaniel@infoworld.com

Desktop Support Manager (InfoWorld)
The Desktop Support Manager is responsible for managing the IS Department's response to all systems related customer service request required to support the business. The position reports to the Information Systems Director and manages a staff of three. The position has significant interaction with the Network/Server Operations staff and Solutions Consultants. The Desktop Support staff has responsibility for developing, implementing and supporting client side hardware and software standards for the business. It also provides procurement/purchasing/integration services to the whole business for desktop systems. On an ongoing basis the Desktop Support Manager ensures that all necessary desktop/mobile systems are operable to produce the weekly InfoWorld publication as well as required internal business support services. *Location: San Mateo CA*
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: shirley_mcdaniel@infoworld.com

Deputy Managing Editor (Industry Standard)
The deputy managing editor will be someone who can work effectively with editors and the art department to ensure quality and consistency in the copy and layouts of this fast-paced, weekly business magazine. This person will copyedit and backread stories for style, grammar, logic and flow. They will also enforce editors' deadlines and traffic stories from top edit right through to the final moments of proofing and final signoff. Requirements: At least 5 years experience copy editing and command of AP style. Strong writing and editing skills. Knowledge of Quark. Management experience and a background in business or tech journalism. An ability to manage the stress of a weekly production cycle with humor and resilience. Send cover letter, resume and clips to Maria De La O, Managing Editor, 315 Pacific Ave., 94111. No calls please. *Location: San Francisco CA*
Contact: M. DeLa O, Fax: 415-733-5403, Phone: No phone number, Email: mariad@thestandard.com

Senior Designer (Network World)
We are currently seeking a talented senior designer with 5+ years experience in print publishing to join our award-winning design team. Primary responsibilities will include designing feature layouts and information graphics. Must have a good eye for typography. Illustration skills a big plus. Ideal candidate will be a self-starter with a positive attitude and excellent organization skills. The ability to work in deadline driven, team oriented environment is essential! Must have experience with Freehand or Illustrator, Photoshop and QuarkXpress. *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

Online Designer (Network World)
Network World is seeking a talented online designer to join our award-winning design team. Must have 2-5 years experience designing in a web environment. Will be responsible for overall design of the site, including, creating daily information graphics, converting graphics, photography and illustration from our print magazine to use online, researching and implementing cutting-edge design technologies. Must be able to construct and modify web pages, must be proficient in Photoshop, Dreamweaver and Freehand or Illustrator. Working knowledge of Flash, Fireworks and HTML is a plus. Ideal candidate will be a self-starter with a positive attitude and excellent organization skills. The ability to work in a deadline driven, team oriented environment is essential. *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

Sales Assistant (Network World)
Excellent opportunity exists for an experienced Sales Assistant who enjoys a fast paced environment and a variety of assignments. In this position you will work closely with and support the sales efforts of our Senior District Sales Manager. You will utilize your superior customer service skills in developing ongoing relationships with our clients. You will also be responsible for coordinating events, ordering supplies, conducting Internet searches, database management, travel arrangements, file management, fulfilling customer requests, and assisting co-workers as needed. To qualify for this highly visible position you must be proficient in a Microsoft Office environment (Word/Excel/PowerPoint) and have the ability to use the Internet for research work and email for daily correspondence with customers. The successful candidate will have excellent organizational skills with a high attention to detail. In addition you must have excellent communication and customer service skills. Two year's previous experience working in a sales environment is preferred as well as familiarity with Lexis-Nexis and Saleslogix softwares. This position is currently 30 hours per week.
Location: Atlanta GA
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

Sales Assistant (Network World)
Excellent opportunity exists for an experienced Sales Assistant who enjoys a fast paced environment and a variety of assignments. In this position you will work closely with and support the sales efforts of our Senior District Sales Manager. You will utilize your superior customer service skills in developing ongoing relationships with our clients. You will also be responsible for coordinating events, ordering supplies, conducting Internet searches, database management, travel arrangements, file management, fulfilling customer requests, and assisting co-workers as needed. To qualify for this highly visible position you must be proficient in a Microsoft Office environment (Word/Excel/PowerPoint) and have the ability to use the Internet for research work and email for daily correspondence with customers. The successful candidate will have excellent organizational skills with a high attention to detail. In addition you must have excellent communication and customer service skills. Two year's previous experience working in a sales environment is preferred as well as familiarity with Lexis-Nexis and Saleslogix softwares. This position is currently 20 hours per week.
Location: Austin TX
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

Account Manager (PC World)
This Account Manager will be responsible for pcworld.com ad sales in the mid-Atlantic and southeast regions. He/she will also work closely with PC World print sales reps in developing and selling on-line ad business. Requirements include at least 1 year of ad sales experience and top-notch communication, negotiation and presentation skills. *Location: Paramus NJ*
Contact: W. Silverman, Fax: 201-712-9786, Phone: 201-587-7318, Email: wayne_silverman@pcworld.com

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Emberley

ing Service is **David Emberley**. Emberley, a research analyst in the Internet Commerce Market Model program in Framingham, was cited for his rapid response to information requests from the IRS/CIA team and his going the extra mile in providing quality data often on very short notice.

House

Ma

The Excellence in Research award was presented to **Jill House** and **Bryan Ma** for their part in writing a report that has been popular with the IRS/CIA client base entitled, "Review and Forecast of the Worldwide Information Appliance Market, 1999-2004." House is a research analyst in the Smart Handheld Devices program in Framingham; Ma is a research analyst in the Consumer Devices program in Mountain View, Calif. This report was often downloaded on IDCNet and requested by the IRS/CIA client base.

Pang

Glaz

The Q1 winner for Excellence in Research was **Albert Pang**, research manager of the eCommerce Software program in Mountain View, for his very popular report, "Internet Commerce Procurement Application Market Review, Forecast and User Trends 1998-2003." The Outstanding Service Award for the first quarter was presented to **Ron Glaz**, senior research analyst in the Digital Cameras and Scanners program in Framing-ham, Mass.

ment through long work hours, a proactive approach to working with the research team and a willingness to hit multiple deadlines simultaneously. Patrick is the unsung hero of our group. His attitude is overwhelmingly positive and continues to be the backbone of our organization. His role as a behind-the-scenes team player shows a strong zeal and commitment to his job and to IDC.

Customer Service

Betty Kapsalis, group operations coordinator (Framingham, Mass.)

Kapsalis

While the demands on her time can be taxing, Betty is always enthusiastic and offers a 110% effort in supporting all of us. She is very sensitive to analysts' time and always responds quickly to our needs. Betty often volunteers to help out, many times before she is asked. She shows a real dedication and passion in providing for both her internal (IDC analysts) and external (our client base) customers. Betty initiated a program to help analysts enter customer inquiries into Phoenix. In an effort to help improve location and delivery of paper-based research in the Personal Systems and Peripherals group, Betty reorganized the group's storage and work areas.

Quality

Eleanor Storch, manager of recruitment (Framingham, Mass.)

Storch

Eleanor recently worked with our group on several recruiting and hiring efforts. She was a pleasure to work with. She brought us great candidates. She was on top of the process every step of the way and kept us well informed about the logistics of interviews, references, etc. Moreover, she kept the whole process moving along, not letting us cause any delays but making sure the process was collaborative. Because of Eleanor, I really enjoyed the hiring process — she made it fun, interesting and expeditious. And, we finished the process with two fantastic new hires! I don't feel I've done justice to Eleanor's efforts or the phenomenal support she gave to us through the hiring process. They were in a word, tremendous.

Sales

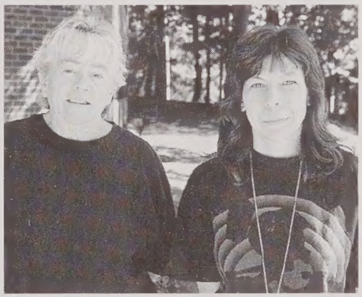
Teamwork

Susan Moll, senior client service representative, Software Sales (Irvine, Calif.)

I would like to recognize Susan Moll for the extraordinary effort she has shown in helping the Software Sales Team survive the various personnel challenges we've had in recent months. During a time of great transition, she was a tremendous aid — helping field client questions, cover bases, make my tasks go more quickly so that I could manage all that territory, train the new folks and try to cover my responsibilities. Again when there were more challenges, Susan stepped in and did one-on-one daily training for two weeks. Susan even offered to cover a job vacancy temporarily until we could fill it. The East Coast-based sales folks felt she did an excellent job. This is in addition to covering $8 million dollars worth of current clients that are her own responsibility — over 200 separate clients. Susan does a terrific job of doing all these extra things, on top of a very large job, and making it run seamlessly. We are very lucky to have such a competent, effective and enthusiastic person in her position.

Teamwork

Donna Sparrow, Lotus Notes specialist, and Linda Young, electronic DTP specialist ePubs Team (Framingham, Mass.)

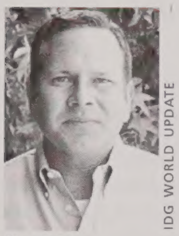


Young and Sparrow

IDG WORLD UPDATE PHOTOS

Donna's and Linda's outstanding attitude is an example of teamwork at its finest. By assuming additional duties, they help the entire department achieve its goals. Due to the efforts of these two women, Publishing Services and Technologies has not only published more than 99% of the non-U.S. documents received this quarter on time, they are being done, on average, five times faster than promised. At the beginning of this quarter, Donna and Linda took on the additional responsibility of adding meta-data to all non-U.S. documents published on IDCnet. This work previously required a research editor. The results have been astonishing in terms of speeding thought to market. Most important is the enthusiasm they showed for assuming this additional responsibility. Not only has this resulted in less wait time for non-U.S. documents in ePubs, it also allows editors to spend more time on U.S. documents, which is helping on-time delivery of those documents as well. WU

noteworthy people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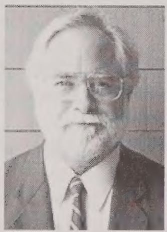
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Cantone

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IDG WORLD UPDATE

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O'Donnell

Promotions

IDC Vice President, Research **Mike Melenovsky** is now senior vice president, Worldwide Services Research. "Over the last several years, Mike and his worldwide team — now close to 100 analysts — have captured the No. 1 position for IDC in services market research, building a program that will hit over $12 million in the U.S. this year," said IDC Chief Research Officer and Senior Vice President **John Gantz**. "In International Services Research IDC is now also No. 1 in Europe and will hit $2 million in Expertise Center research this year, the No. 1 research sector for IDC in Europe. But Mike's contribution to IDC has not been solely financial. Since coming to IDC eight years ago from the management consulting industry, he has helped pioneer a number of research and business practices in the company. Despite the fragmentation and local nature of the services industry, through his foresight and management Mike has helped IDC services analysts speak with a single voice and present a single face to clients."

New employees

David Howerton joins IDC West in Mountain View, Calif., as a new business account executive in the Hardware/Telecom division. He previously worked for RJF International selling commercial wall coverings to the architectural and design community. He earned a B.S. in business administration with a minor in marketing and communications from Maryville College in St. Louis, Mo. He enjoys weight training, biking and travel and recently finished touring Portugal, Spain and Morocco.

Previously an account manager at Navigation Technologies where she supervised and executed four major product launches, **Eri Meyer** joins IDC West in Mountain View, Calif., as a sales manager with the Japanese Major Accounts group. She earned a B.A. in humanities from San Jose (Calif.) State University and enjoys singing and dance.

Irene Simental has been hired by IDC West as a production coordinator. She previously worked at E-Tek Dynamics as an import/export administrator. She holds a B.A. in marketing from San Jose (Calif.) State University and likes to garden and power walk.

Previously a marketing manager with Micron Technology, **Jim Cantore** is now a program manager with the Semiconductor Research Group at IDC West in Mountain View, Calif. He holds a B.S. in electrical engineering from the University of Southern California and enjoys golf and golf club-making and repairs.

Meanwhile, IDC in Framingham, Mass., welcomes **Ludovica Bruno** as a research analyst for global IT markets. She was previously a financial and research analyst with International Energy Infrastructure. She has a B.A. in international relations from Tufts University in Medford, Mass., and counts environmental conservation among her outside interests.

James Klepper joins IDC as manager, human resources. Previously, he was director of HR for the Educational Commission for Foreign Medical Graduates. He holds a B.A. in history from the University of Pennsylvania and a J.D. from Duke University Law School. Away from the office he likes to cycle and play soccer.

IDC Italy welcomes **Gianni Rusconi**, online editor for the business unit's new portal project, www.idgworld.it. For the past two years he was an editor of Agepe Group's weekly IT magazine *Linea Edp*, covering news and stories about services, applications and technologies related to the Internet. Earlier, he was a freelance writer for *PC Week Italia*.

A recent graduate of College of the Holy Cross in Worcester, Mass., with a B.A. in English, **Tom Spoth** joins ITworld.com as a copyeditor. A former reporter with *The Frontiersman* in Wasilla, Alaska, he won the Alaska Press Club's award for Best Profile for his story on dog musher Joe Reddington.

ITworld.com has hired **Andrew Santosusso** as associate editor/newsletters. He was previously senior editor with PR Newswire. He graduated from Pepperdine University in Malibu, Calif., with a B.A. in political science and history. In his spare time he is a musician, amateur artist and walker of his dog Xena.

IDG has hired **Jennifer Snow** as a corporate recruiter. She was previously a human resources generalist with Community Newspaper Co. and earned a B.A. in business administration from the University of Massachusetts/Amherst. A long-distance running enthusiast, she has completed two Boston Marathons and raised more than $11,000 with her father for the Leukemia Society's Team in Training.

Et cetera

Bob O'Donnell, whose day job is research director, Device Technology at IDC's Mountain View, Calif., office, spends some of his non-IDC hours as the host of the San-Francisco-based radio program, "O'Donnell on Computers." Last month O'Donnell's show won Best Computer Audio Program (Radio or Web-based) in the 15th Annual Computer Press Awards competition, sponsored by the Computer Press Association. The 4-year-old program dispenses advice on all matters of software, hardware and Internet issues related to home computer users. The show now airs every Saturday from 10:00 a.m. to 1 p.m. on ABC affiliate KSFO 560 AM. O'Donnell is also the author of *Personal Computer Secrets*, published by IDG Books, and the Webmaster of the popular Web site www.everythingcomputers.com.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

Michael Freeland *IDG Books*

14

Wally Clegg *PC World*

13

Karin Reitberger *IDG Germany*

12

Judy Callahan *IDG*

10

Tracey Capen *PC World*

9

Chris Keall *IDG New Zealand*
Jan Cameron *IDG Research Services*
Bridget Cammarata *CXO Media*

8

Naoko Kanda *IDG Japan*

7

Janine Copsey *PC World*
Quan Zhou *IDG Asia*

6

Elaine Offenbach *Computerworld*
Peter Coen *Computerworld*
Ulrike von Trotha *IDG Germany*
Michael Spring *IDG Books*

5

Ulla McGee *PC World*
Hideki Kojima *IDG Japan*
Regina Snyder *IDG Books*

4

John Radzniak *Computerworld*
James Burgoyne *CXO Media*
James Schmith *IDG Books*
Brice Gosnell *IDG Books*
Laurel Heske *IDC*
Ray Levesque *Publish Media*

3

Norman Tollinsky *Laurentian Technomedia*
Susanne Winkler *IDG Germany*
Stephen Reddington *IDG New Zealand*
Lisa Coleman *IDG Books*
Janet Withers *IDG Books*

2

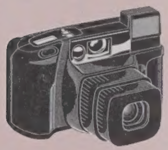
James MacLaggan *Laurentian Technomedia*
Kate Coldwell *PC World*
Heather Morra *PC World*
Andrew Milroy *IDC U.K.*
Kathryn DeCarlo *IDC Canada*
Elias Plastiras *IDG Australia*
Diane Frank *FCW Government Technology Group*
Ivy Or *IDG Hong Kong*
Kathleen King *IDG List Services*
Terri Raffin *IDG Books*
David Mayhew *IDG Books*
Dawn Chaisson *IDC*
Meredith Whalen *IDC*
Betty Kapsalis *IDC*
Coretta Wright *Mac Publishing*

1

Jacqueline Day *Computerworld*
Marina Kwan *Laurentian Technomedia*
Cindy Steinman *Laurentian Technomedia*
Ladie Malek *PC World*
Caroline Vanacore *IDG*
Bethany Riggs *IDG Research Services*
Paul Capone *IDG List Services*
Jodi Jensen *IDG Books*
James Sample *IDG Books*
Nelly Zaharinov *IDC*
Earl Joseph *IDC*
Shamsuddin Mahmud *IDC*
Katherine Lebioda *Mac Publishing*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Don't miss your chance to earn photographic fame and fortune!



Entries are now being accepted for the 17th annual IDG Employee Photo Calendar Contest. The contest is open to all IDG employees worldwide. Twelve masterpieces will be selected for inclusion in the calendar that is distributed to all IDG employees worldwide. Here are the rules:

1. You may submit up to two color or black-and-white prints or 35-mm slides that you have taken of any subject. Digital photos must be submitted in printed format for judging. If you submit a digital photo and it is selected to appear in the calendar, you must be prepared to submit the original image file electronically.

2. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s). Note: Please do not write directly on the back of photos! A business card taped to the back of the photo works well. **Photos will not be returned.**

3. Entries must be received by **Monday, Sept. 11**. Send your entries to: *IDG World Update*, Photo Calendar Contest, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A.

4. First, second and third place winners receive $250, $150 and $100.

5. Questions may be sent to world_update@idg.com.

ITworld.com tops Network World in home opener

ITworld.com squared off against Network World on the softball diamond last month in its first game of the season. After a hard-fought contest, the ITworld.com team emerged victorious, racking up eight runs to Network World's six. The two teams will meet up again later this month for a rematch.

celebrating 10!

Name
John St. Martin

Home
Norton, Mass.

Joined IDG
September 1989 as a general accountant for Computerworld.

Career path
From general accountant, I was promoted to controller at Computerworld. I then transferred to IDG and then to IDC as corporate controller.

Most challenging part of the job
As IDC continues its rapid growth, it becomes more and more challenging managing its financial statements and closing its books accurately and in a timely fashion each month.

Latest accomplishment
I assisted a friend in building a two-car garage onto our house last year. I'll stick with my day job!

Memorable moment at work
A few year's back, while in Napa Valley for the Financial Manager's Meeting, I had the opportunity to golf with many other IDG employees. I won a prize for hitting a golf ball out of bounds and striking a rabbit that was grazing there. The rabbit is fine, my golf game is not.

What's kept you at IDG for 10 years?
The great people that I've met over the years. The career opportunities and the excitement of working for a growing company.

Interests outside the office
My family, travel, exercise, Knights of Columbus.

Family
My wife Karen and I have a daughter, Jocelyn, age 8, and a son, Ryan, age 5.

Most rewarding thing you've ever done
The two moments that stand out in my mind were witnessing the births of each of my children.

Favorite Web site(s)
Auto information sites and weather sites.

Fantasy job
To own and run a breakfast cafe.

Last good deed
Participated in the Cystic Fibrosis Stairclimb fundraiser and helped cook and serve a turkey dinner for senior citizens in our town.

*IDC's **John St. Martin** (right) was the guest of IDG Chairman **Pat McGovern** at a recent dinner in honor of his 10 years of service to the company.*

First job
After college I worked for KPMG-Peat Marwick in Boston.

Favorite vacation spot
Bermuda and Disney World.

What others can?t tell just by looking at me
That I like to cook.

Retirement dreams
To teach accounting at a college or university.

Manager's profile
"John is the walking definition of the ideal financial professional: positive, wise, clever, patient and with a sense for the 'big picture.' As controller of IDC's North American business, a $100-million company, John provides sound business advice to his colleagues, works closely with his staff to develop their skills and maintains the cleanest financial statements around. John sets high standards for timeliness and accuracy and always leads by example. IDC and IDG have been fortunate to have John on staff to help guide our growth. Congratulations, John!"

— Mark Sullivan, CFO, IDC

Coming up

CIO 100 Symposium and Awards
Aug. 13-16
Hotel del Coronado
San Diego, Calif.
Tel: 508-872-8200
www.cio.com/conferences

LinuxWorld Conference and Expo
Aug. 14-17
San Jose Convention Center
San Jose, Calif.
www.idgworldexpo.com

IDC Latin America Breakfast Briefing: Emerging Latin America Software Dynamics — Linux, ASPs and Others
Aug. 22
Biltmore Hotel
Coral Gables, Fla.
Tel: 305-267-2616
www.idc.com/idcla

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com

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Computerworld honors IT leaders at new, top-level conference

COMPUTERWORLD
INFORMATION SERVICES FOR IT LEADERS

*The hard-working team that handled all the logistics of this first-ever event included (left to right): CW Systems **Manager Mike Mutrie** and members of the Enterprise Business Solutions team: Director, Strategic Initiatives **Leo Leger**, Event Operations Manager **Faith Pasternak**, Vice President **Ron Milton**, Conference Manager **Ann-Marie Trebendis** and Event Program Manager **Michael Meleedy**.*

Computerworld has long served the information needs of the IT leader; last month it honored 100 of them at a hugely successful first-time conference held in Palm Desert, Calif. Organized by *Computerworld*'s events group, the Computerworld Premier 100 IT Leaders Conference offered its 400 attendees a highly interactive forum in which to discuss topics ranging from the truth about business-to-business e-commerce and whether only the paranoid survive in the field of enterprise security to the pros and cons of outsourcing and strategies for dotcom survival.

Setting this conference apart from the standard such gathering was its reliance on the *Computerworld* editorial team to craft the agenda and control the content. "We focused on creating lively panel discussions, most of which featured our Premier 100 honorees who were able to discuss real experiences and afford other attendees an opportunity to learn lessons from those who have endured the trials of implementing technology for their own companies," said *CW* Editor-in-Chief **Maryfran Johnson**. "I love to talk, and I wanted a lot of talking at this event," she said, noting that she encouraged keynote speakers to leave their PowerPoint presentations at home to enhance the opportunity for dialogue.

Welcome to
COMPUTERWORLD
PREMIER 100
IT LEADERS

***Maryfran Johnson**, editor-in-chief of Computerworld (right), welcomes Premier 100 honoree Ann Deligatta, COO of Autobytel.com. Deligatta also served as both a keynote speaker and a panelist.*

continued on page 4

New Zealand's *Unlimited* takes top honors from Qantas

Award is latest in a string of accolades for 18-month-old publication

Eighteen months ago, a group of enterprising staff at IDG New Zealand and joint venture partner Fourth Estate Holdings Ltd. set out to create a magazine that would become the definitive guide to doing business in the new economy. The first issue hit the streets a scant six weeks later. Measured in terms of industry awards, advertiser investment and reader loyalty *Unlimited* has taken the New Zealand business community by storm.

unlimited
Get rich click
E-phone: What's behind this rocket?
Affco: Return of the living dead
Pipped: Why NZ's losing the organic race
Best MBA? It may be online
making sense of those crazy Internet stocks

The most recent accolade bestowed on the hot new monthly is top honors in the country's prestigious Qantas Media Awards for Best Publication Trade/Professional. In addition, the publication took home first place for Best Magazine feature, information technology (**Russell Brown**, contributing editor) and was a finalist for Magazine Cover of the Year (designed by **Megan Colquhoun**, art director); Best Columnist, information technology (**Chris Keall**, whose day job is editor of *PC World New Zealand*) and Best Editorial (**Vincent Heeringa**, editor).

Heeringa credits *Unlimited*'s impressive success to the strength of its staff's vision for both the magazine and for business in general. "We see a huge opportunity for *Unlimited* — not merely as a publication but as the catalyst in a variety of formats for a community of people who see business

continued on page 5

IDG buys out *Unlimited* partner

IDG New Zealand last week announced that it has acquired full ownership of *Unlimited*. The monthly was launched in November 1998 as a joint venture with Fourth Estate Holdings Ltd., publisher of the *National Business Review*. According to the statement, "it was the pooling of the resources of both publishing companies that made the speed of *Unlimited*'s financial success possible, but both parties agree it is timely to move on and explore new business opportunities individually."

in brief

PC World teams up with national TV newsmagazine to investigate PC repairs

PC World took its industry authority from the newsstand and the Web to the television airwaves earlier this month. Working in conjunction with the NBC network newsmagazine show "Dateline," *PCW* editors were seen in approximately 9.86 million U.S. homes discussing the magazine's August investigation into the state of PC repair. (Their conclusion: "Over half the repairs in our investigation were botched or overpriced.")

PCW Executive Editor, Features **Harry McCracken** and Senior Associate Editor, News **Anush Yegyazarian** were shown on air discussing their findings with "Dateline" Correspondent Lea Thompson.

"Dateline" had run a segment on PC repair in 1997, and the following year later *PCW* ran a story of its own. At *PCW*'s invitation, the two joined up in March to collaborate, eventually taking 18 similarly disabled three-year-old Compaq Pentium II PCs to chain outlets and independent stores in six states to test the competence – and accuracy – of the stores' technical staffs.

"It was a very complex project," said Yegyazarian, "and a lot of people pulled together to make it happen. 'Dateline' shadowed us while we reported the story."

Yegyazarian, McCracken and Contributing Editor **Dan Tynan** went undercover, posing as average consumers and wearing hidden cameras from "Dateline," when they took the disabled PCs to the repair departments. "I was a little nervous before going into the first store with the hidden cameras," Yegyazarian said, "but it flowed very smoothly despite a lot of nerve-wracking tension."

NBC DATELINE

*PC World Senior Associate Editor, News **Anush Yegyasarian** and Executive Editor, Features **Harry McCracken** discuss their investigation of the PC repair market with Dateline correspondent Lea Thompson on NBC's Dateline earlier this month.*

While *PCW* usually runs three consumer advocacy or investigative articles a year, this was its first foray into prime-time television. (*PCW* was featured in a segment on online auctions last summer on the "CBS This Morning" show.)

For more information on the "Dateline" segment, go to http://www.msnbc.com/news/429674.asp; for a transcript of the online chat, go to http://bbs.msnbc.com/bbs/msnbc-transcripts/posts/ls/479.asp. The *PCW* print story can be found at http://www.pcworld.com/aug00/repair. For more information, contact *PCW* Public Relations Manager **Amy Dalton** at amy_dalton@pcworld.com. WU

PC World East Africa licensee earns Entrepreneur of the Year honors

The CEO of IDG's Kenyan licensee for *PC World East Africa* has been named Entrepreneur of the Year by the Rotary Club of Kenya. **Bobby Gadhia**, who has been publishing *PC World East Africa* since April 1999, was selected from a field of 250 of the country's leading business people to receive the top honor at a ceremony held at Nairobi's Grand Regency Hotel last month.

Introduced 10 years ago, the contest aims to honor men and women in Kenya's business community for outstanding success. To be eligible for consideration, individuals must:

- Have been in business for at least one year.
- Be the manager or owner of the business.
- Have created jobs.
- Preside over a growing business.
- Deliver a high-quality product or service.
- Demonstrate originality or introduce a new product or service.

According to Gadhia, who also owns two stores: Personal Computer World, which sells and services PCs; and Yaya Phonelink, which offers telecommunications equipment, *PC World East Africa* was instrumental in his selection. "When I took over *PC World* a little more than a year ago, it was struggling. Today, it is the de facto IT authority in this region. Turning around this publication has been, by far, the toughest challenge of my life."

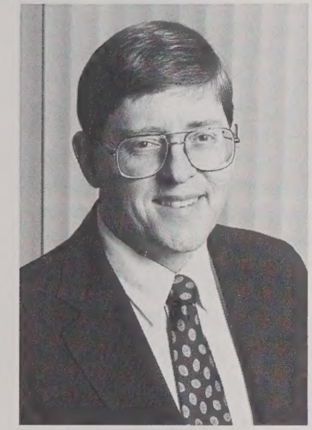
*PC World East Africa's **Bobby Gadhia** displays "crystal clear" proof of his status as Kenya's Entrepreneur of the Year.*

"Bobby took over *PC World* at a difficult time and has quickly rebuilt its standing in Kenya. Circulation is up nicely, and the edition is the clear market leader," said **Tim Clarke**, VP/licensing at IDG International Publishing Services. "This award is a tribute to him and his team and nice recognition for the *PC World* edition there."

PC World East Africa currently has a circulation of 5,000. Gadhia says he hopes to expand circulation into Uganda and Tanzania in the coming months. WU

executive Q and A

John Gantz
IDC's chief research officer is this week's columnist. He may be reached at jgantz@idc.com.



IDC Global Research Organization at-a-glance

Year established 1999

Employees 25 in U.S. and Europe, eight to be hired.

Location Framingham, London, Milan.

Mission To manage worldwide research projects, promulgate worldwide market models and methodologies and present IDC "big picture" and vertical market analysis.

Products IDC's Internet Commerce Market Model (40 countries), IDC's BlackBook (55 countries), IDC's Global IT Survey (17 countries), CIS programs in worldwide and European Verticals, European Banking program and three e-mail newsletters.

Most recent accomplishments Completed IDC's Global IT Survey on time and on budget, released Version 6.3 of the Internet Commerce Market Model and signed up our 15,000th subscriber to IDC flagship e-mail newsletter, the *IT Forecaster* (formerly *The Gray Sheet*) and launched an aggressive marketing campaign to publicize the IDC/World Times' Information Society Index.

Q What's the role of a chief research officer?

A My role is to help coordinate and improve IDC research projects and methodologies across IDC geographies and product lines. The successful rollout of our Internet Commerce Market Model (ICMM) five years ago showed the value of distributing common methodologies and forecast tools to the regions and country offices to support local research that gets aggregated into regional and worldwide views. We've also learned there is real value in a centralized approach to managing surveys in multiple countries where we have to balance the need for local content with a worldwide picture of the market. The creation of my group formalized relationships and practices that were developing organically — for instance, we already managed surveys for four major IDC product line areas at the time of the reorganization. Now we manage them for seven.

One byproduct of the new organization is that IDC now has a team dedicated to looking at the IT industry as a whole and its relationship to the general economy and to vertical industries. Believe it or not, because IDC more than 100 programs analyzing very granular and discrete markets, this "world view" has been hard to come by. Another byproduct is that I am now a spokesperson for IDC's research methodologies in general, which constitute one of our competitive weapons. As the hype dissipates from the new economy and reality sets in, the importance of solid research techniques and methodologies will become even more important. These research techniques and methodologies are what allow us to say we can "analyze the future."

Q How is the Global Research group organized?

A There are four main groups. The biggest is the Worldwide Vertical Market group, headed by IDC Vice President **Luisa Bordoni**, that has responsibility for research in vertical markets both here and in Europe. The next is the Primary Research and Market Models group under IDC Vice President **Carol Glasheen**. This group produces the ICMM, manages four research panels and the Global IT survey, and manages about 75 surveys a year for the various product lines. The third group is our IT Markets & Strategies Group, which manages our various "Black Book" products, which roll up IDC forecasts by market area across 55 geographies and 50 product categories. This group also produces our portion of the IDC/World Times Information Society Index, which analyzes the ability of nations to utilize IT. **Stephen Minton** in the U.K. runs this group. Our newest group is our Portal Products group, headed by IDC Director and Editor-in-Chief **Molly Upton**. This group produces our e-mail newsletters and the content for our channel on ITworld.com.

Q What's the nature of the IDC/ITworld.com partnership?

A Our partnership with ITworld.com has three major components. First, we produce biweekly Webcasts; second, we produce e-mail newsletters that are remarketed; and third, we are getting ready to launch our channel on ITworld, which will be a section of the site with specially produced content aimed at IT professionals. Because we are not a publication with a large advertising-supported Web site with millions of unique visitors a month to bring traffic to the table, it wasn't appropriate for us to partner with ITworld.com at its launch. In addition, we had to invest in editorial and technical people to prepare content for the site. We also had to get used to the idea of seeing our content surrounded by ads. This is a first for us. But now the time is right, and we are excited about the relationship.

Q What are the free weekly newsletters IDC now offers on the Web?

A We have three newsletters: *IT Forecaster*, *ASP Advisor*, and *eBusiness Trends*, with about 40,000 subscribers combined. We distribute the newsletters from our own list server as well as through ITworld.com. The ITworld versions support ads, and we have sold some redistribution rights, but basically the newsletters are designed to build brand. Since almost all of our clients get them — and some put them on their intranets — we have increased our client "touches" by an order of magnitude. We aim to launch a newsletter on Internet security soon.

Q You're one of many employees who returned to IDG after testing the job waters elsewhere. Why did you come back?

A That's easy. I was with IDC from 1974 to 1983 and was drawn back in 1992 — I was at Dataquest at the time but had been on my own for almost a decade — because of IDC's entrepreneurial nature and its strong future. IDC managers have a lot of autonomy compared to those in other companies, and I feel that is a competitive edge. Frankly, I also came back because of the ESOP, which I feel is about as solid an investment as one can have, since it's built on such a diverse base of companies around the world. For the kind of work I like to do, IDC is the best place in the world to do it.

CW Premier 100

continued from page 1

Also absent were choreographed presentations from vendors who, while welcomed at the event as sponsors, did not speak at the conference.

"The key to the huge success of *Computerworld*'s first Premier 100 event and its differentiation from the competition was the absence of vendors on the program, according to CW President, CEO and Publisher **Joe Levy**. "One of the most frequently heard comments from the attendees was their satisfaction in having peer-to-peer conversations and sharing war stories without hearing vendor sales pitches."

The Computerworld Premier 100 Conference has its roots in a supplement the publication has done for years: the Premier 100, which has historically focused on highlighting companies that use technology for business and competitive advantage. "This year we changed the whole focus of the supplement to the people who are driving the technology advantage — the IT leaders," Johnson explained. "People were so honored to be singled out for recognition of their own performance, as opposed to that of the organization as a whole. It was the smartest move we could have made."

The first step was to develop a set of criteria to help identify the most outstanding IT leaders. *Computerworld* editors conducted numerous in-depth interviews with successful IT leaders at U.S.-based organizations and identified a set of common characteristics shared by all. (See sidebar at left.)

Celebrating with two of Computerworld Premier 100 honorees (center) are CW Senior VP/Associate Publisher ***Sherry Driscoll-Coleman*** *and* ***Ron Milton,*** *vice president of CW's Enterprise Business Solutions group.*

The publication then put out a call for nominations from its own staff, business executives, IT recruiters and industry organizations. A total of 210 nominations were received during the four-week nominating period. All nominees were contacted and invited to fill out a 45-question online survey that addressed a number of topics including their background and experience, management style, the work environment they create and their attitude toward risk and innovation. The staff then analyzed the quantitative data and identified the 100 individuals who most strongly represented the characteristics of its IT leader criteria.

The Computerworld Premier 100 Conference was built around a gala black-tie awards ceremony to which all 100 honorees were invited. According to Johnson, the conference still managed to turn a

continued on page 5

Successful IT leaders share common traits, *CW* editors find

Based on a series of in-depth interviews with successful IT leaders, the *Computerworld* editorial team identified a set of common characteristics shared by high-achieving IT executives that was used as a benchmark against which to measure the performance of nominees in its first Premier 100 awards ceremony.

- Promotes an IT vision that supports the company strategy.
- Understands business needs and budgetary responsibilities beyond the IT department.
- Ties technology and innovation to specific business needs and goals.
- Learns from failure and uses these experiences to improve IT processes and product.
- Hires inquisitive people who like to explore and are innovative.
- Creates work environments that are positive and rewarding to employees both inside and outside of work.
- Encourages staff to be innovative and come up with ideas.
- Motivates with recognition and opportunity, not just money.
- Compares best practices with peer companies.
- Leverages their technology vendors as partners.
- Develops leadership skills inside the IT organization.
- Is viewed as a leader by other executives and by the IT staff.

Conference tips for publishing business units

Computerworld Vice President of Marketing **Derek Hulitzky** worked closely with CW Editor-in-Chief **Maryfran Johnson** and her team to promote the conference agenda for the Computerworld Premier 100 IT Leaders Conference. Among his tips for putting together a successful conference:

- **Appoint a conference chair.** Ideally this is the top editorial officer of the business unit. This gives the editor key visibility while preserving an important link between the content of the event and the other editorial offerings of the business unit. It also leverages the key relationships that editors have with top industry leaders.

- **Define roles and responsibilities.** Establish at the outset that the editorial group drives the content part of the program and that the business side of the house handles the logistics, registration sales and sponsorship sales. This defines roles and responsibilities in a way that most publishing business units can easily integrate with existing core competencies.

- **Identify keynotes early.** Even if the full slate of speakers isn't identified early, make sure that the three or four keynote speakers are. At a minimum, you can begin promoting these headliners along with their credentials and photos in your early advertising and direct mail that reaches potential attendees and sponsors. As you secure more speakers and as the detailed agenda takes shape, you can reel this additional information out in your ongoing promotion.

- **Go for big name keynotes.** Put an appropriate — even a disproportionate — amount of effort into identifying and securing your keynote speakers. Obviously, the recognized names will create an attendee draw and many will often agree to speak without compensation. Securing them early is imperative since VIPs have schedules booked several quarters in advance and you'll need the power of their names in your early promotion.

- **Target sponsors with four-color promotion.** Slightly adjust the headlines and copy of your attendee promotion postcards or brochures to create a version that sells sponsorships to vendors. Then print the both versions on the same press. This leverages your design and printing investment and provides a valuable sponsorship sales tool.

- **Plan early.** Resist the temptation to wait on anything. While it may seem obvious, the earlier you start, the more you improve the odds of your success on all fronts.

Week of July 24, 2000

Director of Marketing Communications (CXO Media)
CXO Media, publishers of CIO and Darwin magazines and related online resources, seeks a creative, motivated senior manager to join our marketing leadership team and manage our full-service marketing communications department. Reporting to the Executive VP of Marketing, you will develop and implement marcom programs to position and brand the company, and its print and online products, to advertisers through a range of direct marketing, advertising, event marketing and promotional programs. You will also support the CXO Media sales force on creative, tailored programs and presentations to win new business. Minimum of ten years' experience in marcom management and program development, preferably within a publishing environment. Background in newsstand publishing environment and experience creating marcom programs directed to consumer advertisers a plus. Location: Framingham MA
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Marketing Events Manager (Federal Computer Week)
Fast-paced marketing department seeks creative and energetic individual for coordination of all marketing events, trade shows, and direct mail efforts. Responsibilities include coordinating trade show schedules and related activities, planning and organizing internal marketing events, and coordinating direct mail efforts with internal design staff and outside mail house. The ideal candidate will work well under pressure and be able to handle many diverse projects simultaneously. This position requires a minimum of two years professional experience with event planning and execution. Must be proficient in Word, Excel, and database programs. Excellent growth opportunity.
Location: Falls Church VA
Contact: C. Vrabel, Fax: 703-876-5089, Phone: 703-876-5057, Email: cvrabel@fcw.com

Marketing Research Intern (IDG Communications)
IDG, a global high-tech media company, is seeking an energetic, highly-motivated, organized and detail-oriented individual to assist in developing integrated marketing and research programs for IDG's Top 30 clients (e.g., Microsoft, HP, IBM). Responsibilities include developing S.W.O.T. analysis on our top IT customers; responding to requests for IT market data from IT vendors and advertising agencies; compiling and distributing market intelligence about top customers; working on PowerPoint client presentations. The position will commence as an unpaid internship with earnings potential. Candidates will have, or be in the process of obtaining, a college or graduate degree. Research/media background and computer skills (PowerPoint) a plus. International experience preferred. Strong verbal and written English skills required.
Location: Framingham MA, San Francisco CA
Contact: V. Heistermann, Fax: 603-699-5652, Phone: 415-974-7357, Email: volker@idg.com

Administrative Assistant-Manufacturing (IDG Books Worldwide)
Responsibilities include all administrative tasks including coordination and tracking of department schedule, filing, data entry, invoice tracking, and special projects. Must be a self-starter able to work independently with strong project management skills. The candidate must be a bright, enthusiastic team player who has the ability to multi-task in a fast-paced environment. Strong PC skills (Word, Excel, Outlook) and 2+ years of related experience. Location: New York NY
Contact: J. Meyers, Fax: 212-884-5547, Email: nyjobs@idgbooks.com

Managing Editor (IDG Books Worldwide)
Our Cooking and Gardening Department is seeking a candidate who is organized, professional, and experienced. Responsibilities will include scheduling titles from acquisition through printed book, hiring and managing freelance editors, commissioning art, and working cooperatively with manufacturing, production, editorial, and design departments. Ideal candidate will have a bachelor's degree in English or a related field, three years experience in book publishing, prior management experience, and a can-do attitude.
Location: New York NY
Contact: J. Meyers, Fax: 212-884-5547, Email: nyjobs@idgbooks.com

Human Resources Director (IDG Books Worldwide)
Responsible for managing the HR function in the Indianapolis office. The site has approximately 300 + employees to service and the HR Director will manage 4 staff members. Managing the HR function for this location includes generalist responsibilities in the recruitment, performance management, employee relations, organizational development, compensation counseling and management coaching. Successful candidate will have a Bachelors degree or equivalent experience plus 7-10 years HR generalist experience. Requires experience in all functional areas of Human Resources as outlined above. Strong management and influence skills are a must. Excellent judgment, written and verbal communication and decision-making are imperative. Organizational and business acumen is important for the success of the individual. Must be able to work in a fast paced, dynamic environment with the ability to handle multiple priorities, make strong decisions quickly, and be fully accountable for the HR function in the location. Location: Indianapolis IN
Contact: C. Yam, Fax: 650-653-7513, Email: cajobs@idgbooks.com

Staff Accountant (IDG World Expo Company)
IDG World Expo seeks a Staff Accountant reporting to the Accounting Manager. The position is responsible for all invoice activity and revenue posting and reconciliation as well as the day-to-day accounting for multiple tradeshows. Responsibilities include revenue reconciliation, invoice coding, processing, reconciliation, and vendor interaction. The ideal candidate will have a bachelors degree in accounting, 3-4 years of related work experience, an understanding of standard accounting practices, and be highly skilled in Excel and databases. In addition, this position requires multi-tasking in a fast-paced environment, a take-charge attitude, good follow through skills and the ability to work independently and meet deadlines. Some travel required.
Location: Framingham MA
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

President & CEO (InfoWorld)
InfoWorld is seeking a dynamic leader to provide strategic direction and leadership to diverse team. The individual will have P&L experience, exceptional skills managing all aspects of a computer publishing company, including print, online, conferences and consulting services. The individual will have extensive experience understanding and influencing the computer publishing industry, advertisers and readers. The successful candidate will be a proven leader, who has the ability to motivate and lead teams through outstanding communication skills and thrive in a collaborative, entrepreneurial environment.
Location: San Mateo CA
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Art Director (Mac Publishing)
Macworld, the #1 Macintosh resource, seeks an experienced Art Director. Duties include: collaborate with editors and designers to conceptualize and plan Macworld covers, features, departments and special projects; assign and art direct Macworld editorial illustration and photography; supervise art assignments from editorial planning/concept stage through final color approval; design features and other editorial design projects assigned by supervisor and is responsible for obtaining all art elements required for design and layout assignments. The Art Director will also manage Design Department workflow; monitor designer and art assignments; make sure that designers receive timely information from Editorial and meet layout deadlines; ensure quality control on all art direction and layout assignments; supervise and schedule freelancers as requested by supervisor; manage workload and job assignments of prepress consultant in charge of scanning and color correction; back up Design Director on design projects and management duties as requested. Candidates should have at least 3 to 5 years work with publication art direction and design. Fluent in QuarkXPress, solid experience with Adobe Photoshop and Adobe Illustrator. Must be organized, have excellent communication skills and good conceptualizing abilities. Location: San Francisco CA
Contact: E. Leishman, Fax: 415-442-0766, Phone: 415-243-3639, Email: eleanor_leishman@macworld.com

Associate Designer (Mac Publishing)
Macworld, the #1 Macintosh resource, seeks an Associate Designer for the Art Department. Duties to include: lay out and design Macworld editorial departments and features; assign and art direct Macworld editorial illustration and photography and information art; is responsible for meeting deadlines on assigned projects; ensure quality control on all layout and art direction assignments through final color proof; meet with Design Director, Art Director and editors to plan design projects and to evaluate final printed results; provide technical advice about and testing of software applications used by Design Department as part of Macworld¹s publishing platform. Candidates must have 2 to 3 years minimum of work with print publication design. Design education preferred. Excellent skills with QuarkXPress, AdobePhotoshop and Adobe Illustrator a must. Good project-management skills and knowledge of electronic print production are essential.
Location: San Francisco CA
Contact: E. Leishman, Fax: 415-442-0766, Phone: 415-243-3639
Email: eleanor_leishman@macworld.com

Senior Audience Development Marketing Manager (Network World)
We are seeking a seasoned Marketing Professional to join our expanding Audience Development Department. Reporting to the head of this department, the Senior Audience Development Marketing Manager will be responsible for managing all audience development marketing activities for Network World's print and online publishing products. Individual will oversee the implementation of direct marketing strategies to generate and retain readers, as well as create/execute new print/online marketing programs. Individual will manage the marketing budget as well as a team of 2 and will be a key liaison with other departments. Qualified candidates must have proven management experience as well as a minimum of 8-10 years of direct marketing experience in a business-to-business, high tech environment. Individual must have proven experience with multiple types of media as well as strong communication, project management, creative and analytical skills. Prior online product marketing and/or print circulation experience preferred. Location: Southborough MA
Contact: M. Brunaccini, Fax: 508-490-6454, Email: hotjobs@nww.com

Senior Graphic Designer (Publish)
Publish Media, LLC, producers of Publish Magazine and publish.com is seeking a senior graphic designer. Responsibilities include magazine layout, graphics, illustrations and photographs for Publish publications. The ideal candidate will have 1-3 years of design experience in an editorial environment. Candidates should have a strong editorial design portfolio and proficiency in QuarkXpress, Photoshop and Illustrator. A firm understanding of typography and 4-color production in a Mac environment is also a must. Please forward resume, samples, and salary requirements to newjobs@publish.com or Barry Harrigan, President and CEO, Publish Media, LLC, 462 Boston Street, Topsfield, MA 01983. Location: Topsfield MA
Contact: C. Smith, Fax: 978-887-3177, Phone: 978-887-7900 x105, Email: newjobs@publish.com

Technology Editor (Publish)
Publish Media, LLC, producers of Publish Magazine and publish.com is looking for a technically astute, highly motivated individual to serve as technology editor. The ideal candidate will be interested in in-depth technology analysis, have strong writing skills, and a knowledge of Internet technology. This position will involve planning, assigning, editing, and writing features, analysis and interviews. A BS or BA and 2-4 years of related experience are required. Location: Topsfield MA
Contact: C. Smith, Fax: 978-887-3177, Phone: 978-887-7900 x105, Email: newjobs@publish.com

Web Designer (Publish)
Publish Media, LLC, producers of Publish Magazine and publish.com seeks a Web Designer for Publish Magazines' growing web site. This individual will work with Publish Media's web and print editorial and design staff to enhance and extend existing online editorial elements as well as creating design for new ones. Candidates should have a 2-4 year mix of web and print design experience and a familiarity with Web tools and related technologies including Photoshop, Illustrator, HTML, and Quark. Please forward resume, samples, and salary requirements to newjobs@publish.com or: Barry Harrigan, President and CEO, Publish Media, LLC, 462 Boston Street, Topsfield, MA 01983. Location: Topsfield MA
Contact: C. Smith, Fax: 978-887-3177, Phone: 978-887-7900 x105, Email: newjobs@publish.com

Unlimited

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as more than 60 hours a week of drudgery to be endured before getting back to 'real life'," he said.

Characterized by a contrarian attitude and an irreverence for accepted business wisdom, *Unlimited* attempts to inject an element of fun into the serious business topics it discusses. It also aims to validate the idea that people can and should be allowed to feel as passionate about business as it's acceptable to feel about sports, said Heeringa.

Celebrating Unlimited's success at the recent Qantas Media Awards are (sitting, l-r): **Nikki Mandow**, business editor; **Megan Colquhoun**, art director; **Natalie Winter**, designer; **Rachel Rogan**, chief sub-editor. Standing (l-r): **Alec Brown**, business manager; **Vincent Heeringa**, editor; **Mike Oughton**, advertising manager.

"If we can be instrumental in creating a social environment that one day allows someone to be seen as a national hero because of their business success, then we'll have gone some way toward achieving our vision," Heeringa said.

"Rapturous," is the word used by Business Manager **Alec Brown** to describe advertiser reaction to the publication. "It's been very gratifying to get wholehearted support from leading agencies, many of whom virtually climbed across the table to get to us. They loved the concept from the start and welcomed us with open arms."

And checkbooks, too, apparently. Brown said the publication has captured on average 36% more market share than the other leading business title in the market each month and it has attracted a variety of lifestyle advertisers that have not traditionally embraced the local business monthly market, ranging from high-end car maker Porsche and luxury watch manufacturer Tag Heuer to the makers of Disprin, a brand of pain reliever.

> *"Many of [the leading agencies] virtually climbed across the table to get to us. They loved the concept from the start."*
>
> - Alec Brown

Last month the publication was forced to insert an extra page to carry ads that wouldn't fit into the planned folio, and this month an entire new section was added to accommodate advertisers, Brown said. "Some might call it bad planning, but we call it overwhelming demand."

Circulation, which currently stands at 7,240, puts the publication ahead of one competitor and just behind the other, Brown said. "But they've had a 45- and 60-year head start on us respectively, so we reckon we're doing all right."

By way of comparison, Brown noted that the leading metropolitan lifestyle magazine has a circulation of just under 20,000. "So [*Unlimited*] still has some way to go, but we'll get there!"

For more information contact Vincent Heeringa at vincent@unlimited.net.nz or Alec Brown at alec_brown@unlimited.net.nz.

Unlimited amasses impressive array of awards

IDG New Zealand's precocious 18-month-old has already accumulated a shelffull of industry accolades. *Unlimited*'s tally so far:

Qantas Media Awards 2000:
- Winner, Best Magazine (trade/professional).
- Winner, Best Magazine feature, information technology, **Russell Brown.**
- Finalist, Magazine cover of the year.
- Finalist, Best columnist, information technology.
- Finalist, Best editorial, **Vincent Heeringa**.

Westpac Trust Business and Financial Journalism Awards 1999:
- Overall Winner, **Nick Stride**.
- Print Feature Award winner, **Nick Stride**.

New Zealand Magazine Awards 1999:
- Winner, Magazine of the Year — business/professional.
- Winner, Magazine Launch/Relaunch of the Year.
- Winner, Magazine Editor of the Year — business/professional.
- Winner, Magazine Designer of the Year — business/professional.
- Winner, Magazine Cover of the Year.
- Finalist, Magazine Sales Executive of the Year.

Qantas Media Awards 1999:
- Winner, Best magazine feature, information technology, **Russell Brown.**

CW Premier 100

continued from page 4

profit. "With a first-time event, you're usually just hoping to pull off a great event and break even. The fact that we made a profit was incredible."

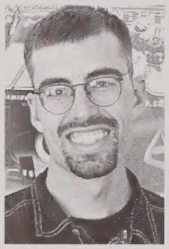
"The Premier 100 IT Leaders Conference represented an unprecedented Computerworld editorial/event/sales team effort to launch and execute with the creation of a new executive event brand in less than five months," said **Ron Milton**, vice president of Enterprise Business Solutions at Computerworld. "With 400 total attendees in attendance and a very high attendee satisfaction survey, Computerworld has established this conference for the future."

noteworthy people

Halliday

Lim

Gomez


Meith

Porebski

Souza

IDG WORLD UPDATE PHOTOS

Promotions

IDC Access Group Analyst/Account Manager **Ellen Friedman** has been promoted to manager for the Framingham, Mass., division. "Ellen's can-do attitude and leadership skills have turned her into a go-to person within the team," said Program Director **David Hauser**. "She has begun to mentor many members of the team and has worked to successfully communicate operational best practices, methods to recognize revenue opportunities and strategies for probing deeper into accounts."

ITworld.com's **Pete Halliday** moves from ITwebcast platform manager to senior manager, ITwebcast operations. "Pete has been the key person in working with the technical teams at Akamai to integrate the Q-cast platform within ITworld.com," said **Randy Mace**, vice president/general manager ITwebcast. "His hard work will be evident in the weeks to come as we roll out a new ITwebcast program guide that will make the ITwebcast pages easier to navigate and manage. Pete will continue to lead the technical operations of ITwebcast and will assume management responsibilities."

Network World Senior Human Resources Generalist **Elizabeth Price** has been promoted to human resources manager. "Elizabeth has been able to acquire the confidence and respect of the employee population very quickly," said **Monica Brunaccini**, vice president of human resources. "She has built a great rapport and made an impact in a very short time."

New employees

Eng Lim joins IDG Games Media Group as a desktop support specialist, coming from UPS where he worked as an industrial engineer specialist. He graduated from California State University/Fresno with a B.S. in industrial technology. A golfer and computer games enthusiast, he also recently rebuilt four servers for a local elementary school.

After eight years in retail advertising with Cost Plus World Market and Mervyn's, **John Gomez** joins IDG Games Media Group as online sales coordinator. A Navy veteran, he served five years as a journalist, broadcaster and public affairs official and is a graduate of the Defense Information School. He has an associate's degree in radio and television broadcasting from Chabot College in Hayward, Calif. With three young children, he focuses his free time on family activities.

Previously a production assistant at Computech Media's *Incite* magazine, **Ryan Meith** joins IDG Games Media Group as production coordinator. He graduated from California State University/Chico with a B.A. in visual communications and is a motorcyclist and photographer.

Tom Sullivan joins *InfoWorld* as a senior writer based in Bellevue, Wash., coming from 101 Communications' *ENT* magazine where he was a features editor covering database tools and application servers. He earned a B.A. from the University of Maryland in English-language literature with a concentration in 19th-century American literature. He enjoys reading, photography, hiking and camping.

Anna Porebski moves from her position at Avio Digital, Inc. as executive administrator to the CEO and trade show and event coordinator to her new role as executive assistant to the CEO and COO of *InfoWorld*. Away from her desk, her three children keep her "very busy."

Previously an office manager with Access Electronics, **Laine Souza** is now an administrative assistant with *InfoWorld*'s IS department. She holds a B.A. in English from the University of San Francisco and has taken course work toward an M.B.A. at California State University/Hayward.

A *Computerworld* editorial research assistant intern from September 1999 to May of this year, **Erin Keefe** joins the *CW* staff as a marketing assistant. She holds a B.S. in business administration and marketing from Stonehill College in North Easton, Mass, enjoys basketball, boating and baseball and is the co-chairman of the Wide Open Golf Tournament.

Jennifer Miranda joins IDC Latin America's Miami office as a senior account manager for telecommunications. She previously worked at KnowledgeNet as a sales manager.

Catherine Dodge is the new storage inquiry analyst for the IDCInquire group in Framingham, Mass. She most recently was an assistant manager at Au Bon Pain. Catherine is a graduate of Wellesley College in Wellesley, Mass., with a B.A. in mathematics.

Another member of the IDCInquire team, **Nicole Felker**, previously worked in Phoenix as an OSHA/EPA compliance officer for the manufacturing company SmithCraft. She earned a B.A. in French from Bates College in Lewiston, Maine, and has studied in Western Africa and France.

Director of Sales **Laurence Verga** comes to The Webby Awards from his role as San Francisco sales manager for National Cable Communications. He holds a B.A. in sociology from the University of California/Berkeley, an M.A. in clinical psychology from Antioch University in Yellow Springs, Ohio, and is pursuing a doctorate at the University of San Francisco. Away from the office and school he studies yoga.

Macworld U.K. welcomes classified sales executive **Paul Hodges**. A recent graduate of Middlesex University with a B.A. in business studies, Paul spends his free time playing (and watching) football, running and playing chess.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Kane

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

16

Sherry Driscoll-Coleman *Computerworld*

13

Kathleen Demko *Computerworld*
Kevin Burden *IDC*

12

Tammy O'Sullivan *PC World*

11

Claire Scanlan *IDC U.K.*

10

Carin Stahl *IDG Sweden*

9

Kenneth Backstrom *IDG Sweden*

7

Steve LeCompte *FCW Government Technology Group*
Erin Wayman *IDG Communications*

6

Tom Winter *IDG U.K.*
Francine Gay *Computerworld*
Jeffrey Bodenmann *IDG Global Solutions*

5

Mary Cook *Laurentian Technomedia*
Catherine Spence *IDG Global Solutions*
Bo Danerius *IDG Sweden*
Lorraine Rivell *IDG*
Rhonda Miller *InfoWorld*

4

Emma Northam *PC Advisor*
Faith Wardle *PC Advisor*
William Regan *Computerworld*
Sean McDonald *PC World*
Kitty Fok *IDC Singapore*
Choong Chau Sim *Computerworld Malaysia*
Andrew Burrell *CXO Media*
Morris Effron *IDG International Publishing Services*
Janet Engelbrecht *IDG Communications*

3

Rosie Haworth *PC Advisor*
Johanna Duffe *Mac Publishing*
Kevin Burt *IDG Communications*
Amy Dalton *PC World*
Mikael Kocianski *IDG Sweden*
Natalie Vercauteren *IDG World Expo*
Robin Macleod *CXO Media*
Lisa Roule *IDG Books*
Diane Gittlen *IDC*
Xiao Gao *IDC*
May Loo *IDG World Expo Asia*
Rita Goh *IDG World Expo Asia*

2

Jo Brown *Macworld U.K.*
Becci Leach *PC Advisor*
Liz Miller *PC Advisor*
Dean Payn *Macworld*
Jess Reid *PC Advisor*
Uko Tian *IDC China*
Takayoshi Ouchi *IDG Japan*
Davy Adams *IDG Australia*
Denise Kane *CXO Media*
So-Yi Wong *IDG Books*
Anne McNarney *IDG Books*
Jeanne Criswell *IDG Books*
Ellen Considine *IDG Books*
Adam Winthrop *IDC*
Linda Mulkigian *IDC*
Ron Glaz *IDC*
Bill Hooven *IDG Games Media Group*

1

James Birch *Macworld U.K.*
Carl Christie *Laurentian Technomedia*
Robert Jackson *PC World*
Alexandra Krasne *PC World*
Sheila Morales *PC World*
Weber Souza *IDC Brazil*
Mauro Peres *IDC Brazil*
Hideyuki Mori *IDG Japan*
Barbara Duphily *IDG*
Enrique Sanchez *IDG Books*
Charles McBride *IDG Books*
John Carter *IDG Books*
Jack Bussel *IDG Books*
Candi McGhee *IDG Books*
Jeffery Huculak *IDG Books*
Heidi Unger *IDG Books*
Barbara Cordero *IDC*

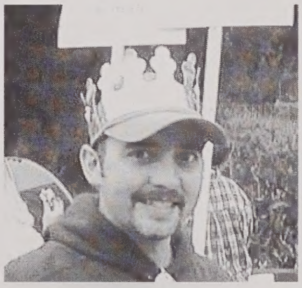
Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

San Francisco employees raise $17,645 in AIDS Walk

Mark Twain said that the coldest winter he ever spent was a summer in San Francisco. Twenty-eight Bay Area IDGers braved the chill and drizzle of a San Francisco summer last week to participate in the 14th annual 10-kilometer AIDS Walk through Golden Gate Park.

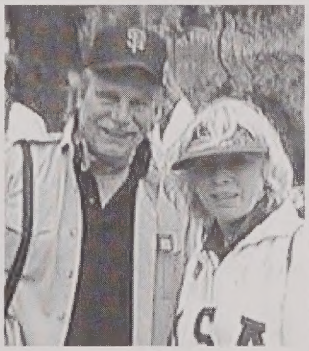
The team raised $17,645, up from last year's total of $15,570. Overall, the more than 25,000 registered walkers collected a record-breaking $3.8 million, which will go to various HIV/AIDS service and relief organizations in the Bay Area.

Leading fund raisers for Team IDG were PC World Online Billing Manager (and team captain) **Diane Hacker** ($3,110), Central Services Facilities Planner **Ron Gibson** ($620) and PCW Online Designer **Eliza Wee** ($600).



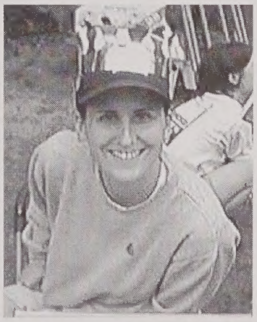
*Of all participating IDG employees, Central Services Facilities Planner **Ron Gibson** raised the second-largest sum for the AIDS Walk.*

*(L-R): PCW Associate Editor, News **Sean Captain**; PCW IS Specialist **Eileen Quan**; PCW Client Services Manager **Mariaelena Robles**; PCW Reporting Analyst **Anna Randag.***



PHOTOS BY PETER TRIPODI

***Richard Willoughby**, PC World senior vice president, human resources, and his wife Janet.*



*PC World Online Billing Manager (and team captain) **Diane Hacker** was the leading IDG fundraiser with $3,110 in pledges.*

for fun

off line

Congratulations to all our enthusiastic caption contributors. Winner **Eos de Feminis** wil have her choice of an official "Off Line" t-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Honorable mentions

"No lady, we don't clean up dirty Web sites."
Simon Salamon *IDC*

"You're the Webblasters? Oh, sorry fellas, the ad asked for 'Webmasters.' "
Curtis Miller *IDG Books*

"Don't try to back out now lady...we're going to clean your hard drive whether you like it or not!"
Jason Kemppainen *IDG Books*

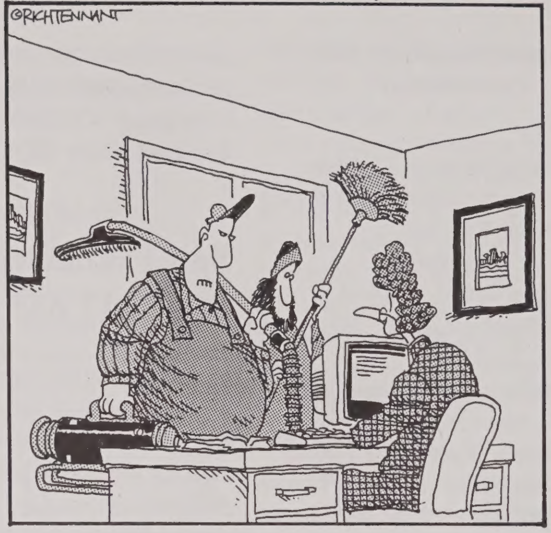
"30% cleaner than Norton CleanSweep — *guaranteed*."
Wilson Kan *IDG Hong Kong*

"Sorry madam, we've tried our best, but we just can't seem to wipe all the bugs out of your Windows."
Eileen Yu *Computerworld Singapore*

"We were sent to clean up your program code."
Larry Allen *IDG Books*

The 5th Wave

By Rich Tennant



"And no, we don't do Windows."
Eos de Feminis, *Macworld*

"Well, I'm telling you that tech support said a 'clean stall' would fix my computer."
Jeffrey Dean *IDG Books*

"We're here to clean up your e-mail!"
Sandy Weill *Network World*

Rich Tennant's original

"We're here to clean the code."

2001 IDG Employee Photo Calendar Contest now under way!

Entries are now being accepted for the 17th annual IDG Employee Photo Calendar Contest. The contest is open to all IDG employees worldwide.

Twelve masterpieces will be selected for inclusion in the calendar that is distributed to all IDG employees worldwide at the end of the year. Here are the rules:

2000
Employee
Photo
Calendar

Don't miss your chance to be a part of next year's Employee Photo Calendar. Enter now!

1. You may submit up to two color or black-and-white prints or 35-mm slides that you have taken of any subject. Digital photos must be submitted in printed format for judging. If you submit a digital photo and it is selected to appear in the calendar, you must be prepared to submit the original image file electronically.
2. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s). Note: Please do not write directly on the back of photos! A business card taped to the back of the photo works well. **Photos will not be returned.**
3. Entries must be received by **Monday, Sept. 11**. Send your entries to: *IDG World Update*, Photo Calendar Contest, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A.
4. First, second and third place winners receive $250, $150 and $100, respectively.
5. Questions may be sent to *IDG World Update* at world_update@idg.com.

Coming up

CIO 100 Symposium and Awards
Aug. 13-16
Hotel del Coronado
San Diego, Calif.
Tel: 508-872-8200
www.cio.com/conferences

LinuxWorld Conference and Expo
An IDG World Expo event
Aug. 14-17
San Jose Convention Center
San Jose, Calif.
www.linuxworldexpo.com

IDC Latin America Breakfast Briefing
"Emerging Latin America Software Dynamics — Linux, ASPs, and Others"
Aug. 22
Biltmore Hotel
Coral Gables, Fla.
Tel: 305-267-2616
www.idc.com/idcla

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 50 offices in 43 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://www.idgworldupdate.com.

IDG World Update

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WWW.IDGWORLDUPDATE.COM

GWSC microsite services for hire

The GWSC hosts an intranet microsite for Job Universe, IDG's online recruitment advertising service. The microsite serves those IDG employees who work on the Job Universe program at their local business unit and provides them with online development tools and contacts.

The GWSC can create similar sites for other business units. For more information, contact GWSC Executive Editor **Lisa van der Kamp** at lisa_van_der_kamp@idg.com.

IDG's Global Web Support Center relaunches with news, tips, resources and more

It's back! The revitalized Global Web Support Center (GWSC) debuted last month with a host of new features for employees who want to learn more about the Web and IDG's online endeavors.

Established in 1996, the GWSC (http://supportcenter.com) dispenses information, advice, technical assistance, technology sharing and more to help IDG business units provide the best possible Web presence in their respective countries. Earlier this year, IDG Netherlands Managing Director **Paul Molenaar** took over responsibility for the GWSC and hired Executive Editor **Lisa van der Kamp** to manage the support center's content and contributing activities.

One of the new aspects of the Global Web Support

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PAUL TEIXEIRA

While Haarlem, Netherlands, is in their backyard, ***Lisa van der Kamp*** *and* ***Paul Molenaar*** *keep their eyes on the world through their work with the IDG Global Web Support Center.*

Three presidents appointed to run Global Solutions regional offices

IGS' ORB

IDG Global Solutions' Operations Review Board is composed of IDG President and CEO **Kelly Conlin**, IGS ORB Chairman **York von Heimburg**, Computerwoche Verlag (Germany) Managing Director **Ralph Peter Rauchfuss**, IDG Australia Managing Director **Don Kennedy**, IDG Denmark Managing Director **Preben Engell**, IDG Netherlands Managing Director **Paul Molenaar**, IDG International Controller **Keith Arnot** and IDG Vice President **Frank Cutitta**.

The IGS ORB convenes twice a year (June and September) to review Global Solutions' strategies, targets and budgets, holding conference calls to address other issues as needed. The group is a support network for the regional managers and generates ideas on improving revenue streams and strengthening relationships between IGS and internal and external customers, among other issues.

Deciding that strong regional management is the key to increasing multi-country international ad revenues and improving customer service, the operations review board of IDG Global Solutions recently appointed three presidents to oversee IGS operations regionally.

Europe, Middle East and Africa (EMEA) President **John O'Malley**, previously IGS business development director, will be responsible for the London, Paris and Munich IGS offices. U.S. President **Peter Mylchreest**, most recently an IGS vice president, oversees the San Francisco, Boston and Miami offices. Asia/Pacific President **John Tan**, previously managing director of IDG Singapore and head of IGS' Singapore operations, leads IGS offices in Hong Kong, Singapore, Tokyo, Taipei and Seoul.

(L-R) ***John O'Malley*** *(EMEA),* ***Peter Mylchreest*** *(U.S./Latin America) and* ***John Tan*** *(Asia) are working to promote the IDG brand worldwide.*

For the past year IGS had been led globally by **Jeff Meers** based in Staines, U.K. When he left recently to pursue other opportunities, the IGS board decided a regional approach would be more effective.

"It is very difficult to find one person who can react to very different markets worldwide," said IGS Operations Review Board Chairman **York von Heimburg**. "The way you do business in Asia is far different than how you do business in Europe, for example. The regional managers are very close to their markets and they know their customers well. They are now fully responsible for strategies, targets and budgets, which gives them all the power to drive additional revenues to IDG publications and Web sites all over the world."

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newsworthy in brief

Network World Germany holds conference on voice/data convergence

Network World Germany's readers recently converged and conferred with their compatriots in the German IT and telecommunications industries at the magazine's first Netzwerktage ('Network Days') conference held in late May.

Organized by *Network World Germany* Publisher **Eva-Maria Behrendt**, Event Manager **Daniela Wirth**, as well as Editor-in-Chief **Gerd Bausewein**, Sales Director **Thomas Laux** and Marketing Director **Silvia Friedel**, the Munich conference's theme was the convergence of voice and data networks. Topics included the future of those networks, building the infrastructure for and between them, migration strategies and ways to reduce costs using voice/data integration. The invitation-only event drew 150 *Network World Germany* readers specializing in voice/data convergence and IT and telecom specialists who make purchasing decisions at their companies.

Ralph Peter Rauchfuss *(left), managing director, Computerwoche Verlag ; and* ***Eva-Maria Behrendt,*** *publisher, Network World Germany.*

"One of the main reasons we started offering events to our readership is to strengthen the brand of *Network World,*" said Behrendt. "We want to tie our existing readers to the magazine and gain new readers. Not only do we want to offer valuable information with the magazine but additional benefits for our readers, like this conference. Last but not least, we want, of course, to earn money with these events."

Network World Germany was also involved in the recent series of European Town Meetings with its sister publications from France, Belgium and the U.S. (see "Network World seminar series goes international," *IDG World Update*, July 17, 2000). Event Manager Wirth said that more Town Meetings are planned for this fall and that the possibility of holding several throughout Germany next year is being discussed.

The biweekly *Network World Germany* has a controlled circulation of approximately 51,000 qualified readers, making it No. 2 in the market. Regarding ad sales, however, the publication, which comes under the Computerwoche Verlag GmbH umbrella, leads the German networking magazine race.

Next year's Netzwerktage will be held May 28-30 in Munich. For more information, contact Daniela Wirth at dwirth@networkworld.de.

News Service Know-How

Daily E-mail Service

There's an easier way of keeping up with the news that breaks in the IT industry each day than visiting a half-dozen Web sites: subscribe to a custom daily e-mail from the IDG News Service.

Log on to the News Service site at www.idgns.com and click on "Daily E-mail" in the menu bar at the top. You'll pop into a form that allows you to customize the e-mail you would like to receive.

The default, and most people's favorite, is an e-mail that consists of headlines and abstracts of all the day's stories from daily news sources around IDG (including the IDG News Service and IDG Web sites such as PC World Online, Computerworld.com, InfoWorld.com, Network World Fusion, and others). URL links to the full stories are included.

If your information needs are more specialized, you can elect to receive stories on certain topics or just those from the IDG publications you choose. Once you start receiving the daily e-mail, you should find it's a quick and easy way to stay on top of what's happening in the world of IT.

Don't have a password for the IDG News Service? Send an email to idgns_password @idg.com. Please address comments and questions to Editor-in-Chief **Elizabeth Heichler** at elizabeth_heichler@idg.com.

IDG Books' third-quarter revenue up 33% over same quarter last year

IDG Books Worldwide, Inc. last week announced that net revenues for the fiscal third quarter of 2000 ending June 30, were $55.2 million, up 33% from $41.5 million in the fiscal third quarter of 1999. EBITDA (earnings before interest, taxes, depreciation and amortization) for the fiscal third quarter of 2000 increased 31% to $7.8 million from $5.9 million for the fiscal third quarter of 1999.

The company reported net income for the fiscal third quarter of 2000 of $2.55 million or $0.17 diluted net income per share based on 14.7 million weighted average shares outstanding, a decrease of 3% over net income of $2.63 million or $0.17 diluted net income per share based on 15.2 million weighted average shares outstanding for the third quarter of fiscal 1999.

IDGB also completed several alliance agreements this quarter in its strategy to provide new sources of revenue, co-branding and custom acquisition leverage for its book brands and library of best-selling content. Among these:

- Travelocity.com will integrate IDGB's content from more than 250 popular Frommer's books. Additionally, Travelocity.com and Frommer's will participate in joint marketing initiatives, both online and offline.
- iUniverse will digitally convert IDGB's top-selling titles in its 4,000+ title base, assuring their wide availability for multi-format distribution in many channels, including for purchase via the iUniverse.com global Website.

IDG Books earned *BusinessWeek Magazine's* annual "The 100 Best Small Companies" award which acknowledges IDGB's rapid growth over the last three years. The selection process was based on three-year results in sales, earnings growth and return on invested capital. Sales and earnings growth were weighted at 25% each and return-on-capital at 50%, according to the benchmarks established by *BusinessWeek.*

IDG Books trades on Nasdaq under the symbol IDGB.

For more information, contact **John Harris**, senior VP and CFO at 212-884-5000 or jharris@idgbooks.com.

executive Q and A

Francisco Zabala
IDG Spain's Managing Director is this week's guest columnist. He may be reached at fzabala@idg.es.

IDG Spain at-a-glance

Established 1981

Location Madrid, with a satellite office in Barcelona.

Number of employees 108

Publications *PC World, Computerworld, Comunicaciones World, iWorld, Macworld, Dealer World, Diario Informatico*

Events Macworld Expo and PC World Expo (as partners)

Web site www.idg.es

Recent accomplishments Our Web site is among the top 10 publishing sites, including dailies, in Spain. We have surpassed four million page views per month and 300,000 visits per month.

Q **Describe the IT publishing market in Spain.**

A The Spanish market concerning IT publishing is very competitive. There are more than 130 titles (including game magazines) without considering the weekly IT supplements that all dailies include. Also, all the magazines about business, general information, leisure time, etc. give more space to IT and compete directly or indirectly with us.

In Spain, the installed base of PCs is about 3.5 million, according to government figures. If we compare the number of users with the relatively large number of publications, it is obvious there are too many publications. The consequence of this is the very cheap ad prices compared with other European countries. Ad prices have fallen down to levels I would never have imagined some years ago. This is not a problem for IDG Spain, however; our publications and Web site are the market leaders and advertisers know we have a high-quality readership and that they have to pay a premium to reach our audience.

Q **How does IDG Spain cooperate with other IDG business units that publish in Spanish?**

A Part of our collaboration with other Spanish-speaking countries is through the IDG News Service. We send news from our publications to the News Service, and IDG's publications in Latin America can extract the Spanish content from the News Service's "Noticias en Espanol" site. We also have an agreement with Ecuador, Peru and Portugal to give them, on CD-ROMs, the whole magazine content they are interested in. In the near future we are going to have some more collaborative projects, especially regarding Web sites and conferences.

Q **Describe the IT expo market in Spain.**

A In Spain, virtually all the venues large enough to hold an IT expo are owned by regional governmental organizations and the local Chamber of Commerce, which means these organizations have a virtual monopoly on the trade show business. The only viable alternative is for us to partner with one or more of these groups, which is how we produce both PC World Expo and Macworld Expo.

Macworld Expo, which debuted in 1993, is held during the SIMO Trade Show in Madrid; this year's event will be held Nov. 7-12 and 260,000 attendees are expected. PC World Expo began in Barcelona in 1998, and for the past two years it was organized in partnership with the local government. About 75,000 attendees came for the three-day event this past May; we are evaluating whether or not to continue the show next year.

Q **Two years ago, shortly after IDG Spain launched the monthly magazine *iWorld*, you said you didn't have much faith in Internet-related publications. Today, *iWorld* is still part of your portfolio. How do you feel now?**

A In Spain, I think the Internet magazine market is starting to clarify. On the one side there is technical information and tools of interest for the Webmasters and other technical people; they read *iWorld* and similar publications. On the other side there are the new economy/Internet business-focused magazines such as *The Industry Standard*. This last model hasn't evolved as quickly in Spain as it has in other countries, although there are already some titles in this segment.

Q **I understand that *PC World España*'s newsstand sales are very successful. What are your secrets?**

A It is basically very simple: you have to do the opposite of what the readers want you to do. Here is an example: we surveyed readers and asked them how interested they were in the one or two CDs that accompany the magazine. The majority said they weren't interested in them at all, so we decided to cancel those extra premiums (i.e., the cover-mounted CDs). Then sales fell dramatically, so we immediately decided to increase the number of CDs to three per month (and sometimes four, because we always include the CD of an Internet company for free). Since we began this new approach last October, the newsstand sales have increased 32%. I've always thought it was just the Spanish readers who told lies, but at the last PC World Product Line held in London, *PCW* staff from other countries had the same comments about the lies their readers tell about CDs!

For the last six months *PC World España*'s circulation has averaged 65,000 newsstand sales and 15,000 paid subscriptions. Although sometimes surveys do not work, it is necessary to know what the readers think so we can create the most relevant content for them. We run two surveys per year through telemarketing, targeting about 1,000 subscribers each time. We also include in each issue a survey that can be submitted by fax, and we raffle off different products that we get from clients. Also, we offer the same survey opportunities on the Web.

Regional meetings inspire IDG Online University

In addition to its Web site, the GWSC organizes meetings for additional information-sharing and has recently held sessions in Hong Kong (March) and Warsaw (May). Plans call for future GWSC meetings to be even more interactive, with more scheduled workshops, discussions and fewer presentations. Asia-Pacific's next regional meeting will take place within the next couple of months, most likely in Beijing. European online staff will meet in March or April 2001. The initial development meeting for the North America regional site is tentatively slotted for the end of this October.

During this year's meetings, it was clear that there needs to be more attention paid to the nuts and bolts of Internet development and marketing applications. As a result, the GWSC has created the IDG Online University (IOU), a series of "back to basics" meetings that will complement the regular GWSC gatherings. At the first IOU meeting in June, **Erin Wayman**, IDG Communications' vice president/advertising operations, and representatives from DoubleClick, IDG's online ad management provider, conducted a two-day presentation in London about DART product applications for 26 employees from European business units. Future topics under consideration include:

- Newsletters: Setup, content, internal and external solutions.
- Traffic: Marketing and editorial tips to improve a Web site's position in the market.
- Surveys: How to monitor, what to ask and when.
- Wireless: The sense and nonsense of being ready for applications in your market.
- Sales: Tools for trade (software solutions) and clients.

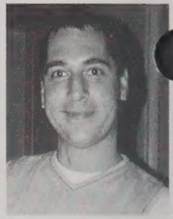
All IDG online employees are invited to attend future sessions. Announcements regarding future scheduled sessions will be posted on the GWSC site (http://supportcenter.com).

GWSC

continued from page 1

Center is the addition of regional Web support centers. Via the GWSC's mirror site based in New Zealand (http://asia.supportcenter.com), **Mark Evans**, director of the Asia-Pacific Web Support Center, has created and enabled a brand-new mechanism for linking IDG's knowledge base across the Europe and Asia-Pacific regions. Evans focuses on technical functioning of the sites while van der Kamp, who also serves as the European regional site's coordinator, gathers and uploads content for all the regions and the main GWSC site.

In order to better promote information sharing and target common interests, the main GWSC site has links to the European and Asia-Pacific GWSC sites as well as IDG's online recruitment advertising site, Job Universe (www.jobuniverse.com). The GWSC regional sites contain regional news and information and also carry some of the articles and resources from the main GWSC site that are relevant to a broad audience. All the sites have the same discussion forums and contact information, for example, so that someone wrestling with a certain kind of hardware problem in Singapore can tell their story to someone working with same hardware in Stockholm.


MORRIS EFFRON

Asia-Pacific Web Support Center Director ***Mark Evans***.

To address and develop the most relevant content per region, regional boards will be formed from volunteer participants in each region. The European Web Support Center Board has planned a meeting for September; other regional boards will form following discussions to be held at future regional Online meetings.

"This site is a site for all online users of IDG units in every country," said van der Kamp. "The content and format can be made valuable to all only through frequent employee feedback. Whatever the strategy, tool or resource – successful or not – it should be considered for the GWSC. Our goal is to create an effective way for employees to 'talk' with their colleagues in their region and share their expertise with IDG colleagues on the other side of the globe. I am looking forward to the challenge of bringing many future contributors to the site."

Employees who would like a GWSC login and password should send a blank e-mail message to Lisa van der Kamp and Mark Evans (lisa_van_der_kamp@idg.com, mark_evans@idg.com) and write "GWSC Login" in the subject field.

GWSC site offers online tools and Web-related IDG news

While Webmasters will find plenty of technical information on the GWSC site, employees involved in marketing, advertising, editorial and other functional areas will also find a rich array of news and resources:

- **A discussion database** for people to discuss areas of common interest (brainstorming about newsletter pricing models, topics for the next GWSC meeting, etc.). An "ask the experts" forum is also in place; for particularly tough questions, GWSC Executive Editor **Lisa van der Kamp** will call on the expertise of IDG employees who have offered to function informally as experts in certain areas.

- **Resource links** (ad serving software, advertising and marketing sites, developer resources, etc.).

- **Lists and links** to IDG business units, sites and Web-related contacts.

- **Technical information**. This database will be filled with information contributed by each business unit. Managed by van der Kamp and Asia-Pacific GWSC Director **Mark Evans**, it will provide reports on the types of hardware and software used to create the various business units' sites. Its purpose is to share knowledge among the business units about information systems related to Web site development.

- **Competitive analyses**. GWSC members are encouraged to provide profiles of the competitors (or potential partners) in their market.

- **File downloads**. This area contains, for the moment, presentations from the European and Asia-Pacific GWSC meetings. It will expand and evolve in response to GWSC members' needs.

- **The latest news**, posted prominently in a column of its own, about IDG's online activities around the world, such as site launches, new team members, improvements to information system functions and online IDG accomplishments.

- **In-depth features**. Current topics include an overview of DoubleClick's DART application, an overview of XML (eXtensible Markup Language) and a traffic-building basics checklist.

The new emphasis on timely news briefs about IDG's online activities and achievements is one of the site's major improvements. When a business unit has Web-related news it wants to share, any GWSC member can create the news content online and post it to the site. Recent news includes the redesign of Computerworld Web sites in the U.S. and the Netherlands (*Computer!Totaal*) and an update on www.jobuniverse.com and its activities.

IDG

Week of July 31, 2000

Advertising Financial Coordinator (Federal Computer Week)

Financial professional needed to manage entire billing process, including entry of advertising orders, resolution of order issues, analysis and reporting of revenue results. Position works closely with sales, production, credit and management personnel to provide a high level of customer service and ensure an accurate and timely billing process. Also responsible for managing the monthly P & L forecast process. Ideal candidate should have excellent communication skills and good decision-making skills. Requires degree in finance, accounting or business management and minimum of two years related business experience. Must be proficient in Excel and Word. Publishing experience a plus.
Location: Falls Church VA
Contact: C. Vrabel, Fax: 703-876-5089, Phone: 703-876-5057, Email: cvrabel@fcw.com

Mail Services Coordinator (IDG Central Services)

The Mail Services Coordinator will be responsible for sorting and distributing US Mail; express courier packages; interoffice mail; processing in-coming and out-going mail and packages using various computerized systems; assisting with conference room set ups; managing off-site record storage; providing relief reception; and coordinating and performing various tasks as assigned. The perfect candidate will be detail oriented and have stellar communication skills. High school diploma and 2 years experience in a business environment are required. *Location: San Francisco CA*
Contact: M. Mirabal, Fax: 415-543-3984, Phone: 415-978-3337, Email: marc_mirabal@pcworld.com

Administrative Assistant - Legal (IDG Books Worldwide)

Assist Manager in assuring that all administrative tasks for the Legal Department are completed accurately and in a timely manner, and all inquiries to the Legal Department are handled promptly and courteously. Minimum of 2 years' experience as an administrative assistant in a diverse and fast-paced corporation required. Legal experience a plus. Computer proficiency (PC, Microsoft Office suite including Access) required. Requires good judgment and organizational skills, and excellent communications and interpersonal skills - must be able to interact effectively with all levels of customers within and outside of the company. Must be very detail-oriented and able to follow through completely. Ability to prioritize and be flexible to accommodate changing assignments. Ability to maintain confidentiality. *Location: Foster City CA*
Contact: C. Yam, Fax: 650-653-7513, Email: cajobs@idgbooks.com

Office Facilities Supervisor (IDG Books Worldwide)

This leader will manage the day-to-day office services including facilities, mail, and reception areas. In addition to overseeing staff, responsibilities are to manage the facility, space allocations and moves, ensure functional office equipment, approve shipping invoices, department invoices, manage the billing of office supplies, and ensure a safe, functional and clean facility. A bachelor's degree in facilities management is required and at least 3 years experience. Knowledge of all areas of construction and facilities is needed of the well organized, good communicator that we seek.
Location: New York NY
Contact: J. Meyers, Fax: 212-884-5547, Email: nyjobs@idgbooks.com

Systems Technician (IDG Books Worldwide)

The Systems Technician provides server and desktop installation and maintenance, user support, and system setups for all employees. This position also includes supporting numerous Remote Access users and occasionally assisting peers located in other offices. Must have a strong understanding of people along with operational and project management experience. Two to three years hands-on PC experience and an in depth working knowledge of MS-Office, Windows 95 and NT Server administration. *Location: Foster City CA*
Contact: C. Yam, Fax: 650-653-7513, Email: cajobs@idgbooks.com

Product Marketing Coordinator (IDG Books Worldwide)

The Product Marketing Coordinator will work with the Product Marketing Group (tech only) to provide assistance for calendar and product driven promotions, including all new product launches, retail holidays, and IDG created events in conjunction with Manager and Product Marketing Managers. Experience in marketing, advertising, creative services, or sales preferred. College degree required, preferably in marketing, advertising, or related field. Excellent communication skills, strong writing and editing, ability to prioritize multiple tasks and meet deadlines in a fast-paced environment are also required. *Location: Foster City CA*
Contact: C. Yam, Fax: 650-653-7513, Email: cajobs@idgbooks.com

Staff Accountant (IDG Games Media Group)
IDG Games Media Group, the publisher of the world's largest multiplatform gaming magazine, a division of International Data is looking for a Staff Accountant to provide support to our Finance and Accounting departments. Responsibilities include sales analysis, A/P coordination, account reconciliation, and special projects. The responsibilities outlined above are not all-inclusive and may change as required by the position. Ideal candidate must have 3+ years accounting experience, must be detail oriented, computer literate, and able to multi-task in a fast-paced environment. Position is located in San Francisco, CA. Candidates can e-mail cover letter, resume and salary requirements to: jspitzer@gamepro.com or mail to GamePro 501 Second Street, Suite 500 San Francisco, CA 94107. No phone calls please. *Location: San Francisco CA*
Contact: J. Spitzer, Fax: 415-546-5225, Email: jspitzer@gamepro.com

Competitive Research Analyst (IDG Research)
IDG Research Services is seeking a Competitive Research Analyst to assist in producing custom analyses and material for regularly produced inter-company newsletters. The successful candidate must be able to synthesize trends, express them clearly in written and verbal form, and work well with others in a dynamic team environment. Other responsibilities include: copywriting and editing, information gathering, and assisting with various research programs and projects. Candidate must have proven experience providing written analyses, a working knowledge of the IT industry, and Microsoft Office proficiency. Must be able to work well under pressure, have strong interpersonal skills, and the ability to handle multiple projects and prioritize requests. A 4 year degree and 2-3 years experience in the IT industry is required.
Location: Framingham MA
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

Sales Coordinator (IDG World Expo Company)
In this vital support position reporting directly to the Sales Director, the Sales Coordinator will prepare exhibitor follow-up packages and act as point of contact between sales representatives, clients and other departments. The coordinator will also support sales representatives in leveraging their time by handling client services, meetings and other operational needs, as well as providing backup to other coordinators when needed. We are seeking a self-motivated, reliable, creative, detail oriented individual with a positive "can do" attitude. Qualified candidates will be PC literate, proficient in Word, Excel and the Internet; as well as juggling numerous tasks simultaneously and adapting easily to immediate, changing needs. Experience in trade show logistics or operations are a strong plus. *Location: Framingham MA*
Contact: A. Gill-O'Toole, Fax: 508-935-4600, Phone: 508-935-4149, Email: annie_gill-o'toole@idg.com

Assistant Editor, Features (InfoWorld)
InfoWorld is seeking an enthusiastic, self-motivated Assistant Editor, to report to the Deputy Features Editor, to focus primarily on writing Special News Reports and other feature content for InfoWorld. The ideal candidate will have a strong interest in features editing and editorial project work, along with solid reporting and writing skills. The Assistant Editor will work with the Deputy Features Editor to assist with a variety of features editing tasks, including assistance with special issues, packages, and supplements, as well as serve as a backup editor for the Features team when necessary. Requires two or more years of news reporting and feature writing experience on IT and e-business issues and trends; editing and editorial project experience is a plus. *Location: San Mateo CA*
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: shirley_mcdaniel@infoworld.com

Assistant/Associate Editor (InfoWorld)
InfoWorld, a Tech Smart, Business Savvy IT publication is seeking an Assistant/Associate Editor to plan, develop, and edit feature-length product comparisons, how-to articles, and technical analyses, as well as timely product reviews of enterprise hardware, software, and solutions. You will meet weekly deadlines, juggle multiple tasks, follow technical beats, and work in a team-oriented environment as well as represent InfoWorld at industry events. Top-notch writing and editing are a must; knowledge of corporate computing issues is a plus. The position requires 2-3 years of journalism experience, computer publishing preferred, as well as a proven track record as a team player and problem solver.
Location: San Mateo CA
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: shirley_mcdaniel@infoworld.com

Editorial Assistant (InfoWorld)
InfoWorld is seeking a highly motivated, highly organized individual for the Editorial Assistant position. This individual will support the Editor in Chief as well as senior management executives in the Editorial department. Job responsibilities include: Booking travel arrangements, managing Editorial Web site, granting edit permissions to outside organizations, supporting editors in administrative duties, and assisting organizing editorial events. This is a fast paced position that requires multi-tasking and flexibility. Must be able to interact well with various departments. Computer skills required.
Location: San Mateo CA
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: shirley_mcdaniel@infoworld.com

Event Marketing Manager (InfoWorld)

InfoWorld Media Group, publisher of InfoWorld, the award winning IT news publication, developer of InfoWorld.com, producer of CTO Forum, seeks a dynamic Event Marketing Manager. In this role, responsibilities include developing tradeshow recommendations for InfoWorld including, review & analysis of specific tradeshow opportunities, marketing & branding opportunities, scheduling and tradeshow / promotions negotiations. You will also manage tradeshow attendance for IFW staff, develop & manage IFW events involving theme development, venue selection & logistics, and create, present and manage merchandising proposals & programs for IFW Sales. The ideal candidate will possess solid project management skills, including communication and presentation skills and strong negotiation skills for managing vendors. BA/BS Degree required and 3 - 5 years of experience managing corporate events and tradeshows.
Location: San Mateo CA
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

Sr. Solaris Web Server Administrator (InfoWorld)

InfoWorld is seeking a Sr. Solaris Web Server Administrator. Core responsibilities include the supervision and design of installations of Solaris. The Sr. Solaris Web Server Administrator will also configure and manage networking, cron, NFS, replication, and Veritas backup system. Will maintain and, when necessary, write and upgrade Perl scripts and system configuration and other shell scripts. Will manage the web serving environment using Netscape Enterprise Server 3.6x, including major and minor configuration changes, server side includes and logging and log rotation. Requires extensive knowledge of Solaris installation and administration, including networking, cron, NFS, and file system replication. Requires experience with Netscape Enterprise Server 3.6x, including server administration and troubleshooting. Knowledge of Perl and shell scripting required. Experience with Veritas backup solution preferred. Working knowledge of HTTP desired. *Location: San Mateo CA*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

Advertising Operations Coordinator (Network World)

The individual in this position will be responsible for all advertising operations for Direct Response Advertising this includes, the receipt, logging, and processing of advertising sales orders and materials, layout specifications, and requirements for accounts. Heavy data entry and phone work with clients and sales representatives. In this position you will also assist the department manager with administrative reports and act as a backup for display coordinators. Ideal candidate will be a detail oriented, self-starter with a positive attitude and excellent organization skills. The ability to handle multiple tasks, and work in a deadline driven, team oriented environment is essential. *Location: Southborough MA*
Contact: M. Brunaccini, Fax: 508-490-6454, Email: hotjobs@nww.com

Account Manager (PC World)

This Account Manager will be responsible for pcworld.com ad sales in the New England and Chicago areas. She/he will also work closely with PC World print sales representatives in developing and selling on-line, as well as integrated marketing programs. Requirements include at least 1 year of ad sales experience and top-notch communication, negotiation and presentation skills. *Location: Chicago IL, Framingham MA, Paramus NJ*
Contact: W. Silverman, Fax: 201-712-9786, Phone: 201-587-7318, Email: wayne_silverman@pcworld.com

Editorial Business Manager (PC World)

The major responsibilities of the Editorial Business Manager include creating annual budgets, preparing monthly forecasts, processing invoices for payment and developing and maintaining financial policies and procedures for the Editorial, Test Center and Design departments for both print and online. Additionally this person will be responsible for developing and managing the administrative support for new editorial projects as they arise; managing editorial reuse policies and permission privileges for end-user reproductions; preparing and administering assignment letters and artist, author, columnist and independent contractor contracts; and maintaining paid contributor correspondence, legal and general department files. This person will also work with the IS department on capital equipment purchases and will be responsible for assisting with departmental rental and equipment management. From time to time this person will be called on to prepare reports, presentations, graphs and models from editorial research studies. The ideal candidate will possess excellent organizational and communication skills and have a minimum of two years accounting experience. Excel proficiency is required. *Location: San Francisco CA*
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IDG/B	Facil	Mailroom Supervisor	Foster City CA	C. Yam	P: 650-653-7198	F: 650-653-7513
IDG/B	Facil	Office Facilities Supervisor	New York NY	J. Meyers	P:	F: 212-884-5547
IDG/B	Facil	Office Services Assistant	Foster City CA	C. Yam	P: 650-653-7198	F: 650-653-7513
IDG/B	Fin	Business Financial Manager	Indianapolis IN	C. Yam	P: 650-653-7198	F: 650-653-7513
IDG/B	Fin	Financial Analyst	New York NY	J. Meyers	P: 212-654-8504	F: 212-654-4731
IDG/B	Fin	Financial Analyst	Indianapolis IN	C. Yam	P: 650-653-7198	F: 650-653-7513
IDG/B	Fin	Financial Business Manager	New York NY	J. Meyers	P: 212-654-8504	F: 212-654-4731
IDG/B	HR	Human Resources Director	Indianapolis IN	C. Yam	P:	F: 650-653-7513
IDG/B	Invent	Inventory Analyst	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	Invent	Inventory Coordinator	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	IS	Media Development -LINUX Specialist	Indianapolis IN	M. Boese	P: 317-572-3359	F: 317-572-4001
IDG/B	IS	Systems Technician	Foster City CA	C. Yam	P:	F: 650-653-7513
IDG/B	Legal	Trademark Administrator	Foster City CA	C. Yam	P: 650-653-7198	F: 650-653-7513
IDG/B	Mfg	Production Coordinator	New York NY	J. Meyers	P:	F: 212-884-5547
IDG/B	Mktg	Catalog Specialist	Indianapolis IN	HR Dept.	P: n/a	F: 650-312-0668
IDG/B	Mktg	Channel Marketing Specialist	Indianapolis IN	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Mktg	Copy Specialist	Indianapolis IN	C. Yam	P:	F: 650-653-7513
			New York NY			
IDG/B	Mktg	Copywriter	Indianapolis IN	C. Yam	P:	F: 650-653-7513
			New York NY			
IDG/B	Mktg	Design Specialist	New York NY	H. Durbin	P: 650-653-7202	F: 650-653-7513
IDG/B	Mktg	Product Marketing Coordinator	Foster City CA	C. Yam	P:	F: 650-653-7513
IDG/B	Mktg	Product Marketing Manager	Indianapolis IN	C. Yam	P:	F: 650-653-7513
			New York NY			
IDG/B	On-line	Audience Development Manager - On-line	San Francisco CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	On-line	Business Development Manager, On-line	San Francisco CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	On-line	Business Manager, On-line	San Francisco CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	On-line	Director/VP of On-line Content, Cliffs Notes/Dummies	San Francisco CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	On-line	Marketing Manager, On-line	San Francisco CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	On-line	VP Sales & Marketing,On-line	San Francisco CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Ord Serv	Director of Customer Care	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	Ord Serv	Supervisor of Customer Care	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	PR	Corporate Relations Writer	Foster City CA	J. Meyers	P: 212-654-8504	F: 212-654-4731
			New York NY			
IDG/B	PR	Events Manager	Foster City CA	H. Durbin	P: 650-653-7202	F: 650-653-7513
IDG/B	PR	Public Relations Manager - Corporate	New York NY	J. Meyers	P: 212-654-8504	F: 212-654-4731
IDG/B	PR	Publicist - Online, Consumer	New York NY	J. Meyers	P: 212-654-8504	F: 212-654-4731
IDG/B	Prod	Page Layout Technician	Foster City CA	H. Durbin	P: 650-653-7202	F: 650-653-7513
IDG/B	Prod	Page Layout Technician	Indianapolis IN	C. Secrist	P:	F: 317-572-4001
IDG/B	Prod	Page Layout Technician - 1st /2nd Shift	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	Prod	Production Manager	Foster City CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Prod	Production Manager	Indianapolis IN	C. Secrist	P:	F: 317-572-4001
IDG/B	Prod	Proofreader	Indianapolis IN	C. Secrist	P:	F: 317-572-4001
IDG/B	Prod	Vice President of Production	Indianapolis IN	C. Secrist	P:	F: 317-572-4001
IDG/B	Sales	Account Support Supervisor	New York NY	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	Sales	Advertising Account Manager	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	Sales	Associate Foreign Rights Manager	New York NY	J. Meyers	P: 212-654-8504	F: 212-654-4731
IDG/B	Sales	Catalog/Special Sales	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	Sales	Customer Services Representative	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	Sales	Educational Sales Representative	Indianapolis IN	M. Boese	P: 317-572-3359	F: 317-572-4001
IDG/B	Sales	Foreign Rights Manager	New York NY	J. Meyers	P: 212-654-8504	F: 212-654-4731
IDG/CSG	Admin	Part-time Office Assistant	Framingham MA	J. Lynch	P: 508-935-4041	F: 508-935-4600
IDG/CSG	Fin	Senior Tax Accountant	Framingham MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
IDG/CSG	Fin	Staff Accountant	Framingham MA	J. Lynch	P: 508-935-4041	F: 508-935-4600
IDG/EF	Conf	Conference Coordinator	San Mateo CA	B. Bruce	P:	F: 650-312-0547
IDG/EF	IS	Help Desk Administrator	San Mateo CA	T. Whitehair	P: 650-312-0594	F: 650-312-0547
IDG/GMG	Circ	Single Copy Sales Associate Mgr./Mgr.	San Francisco CA	B. Hooven	P:	F: 415-975-2609
IDG/GMG	Circ	Single Copy Sales Associate Mgr/Mgr	San Francisco CA	B. Hooven	P:	F: 415-975-2609
IDG/GMG	Fin	Staff Accountant	San Francisco CA	J. Spitzer	P:	F: 415-546-5225
IDG/GMG	HR	Human Resource Manager	San Francisco CA	B. Sours	P: 415-978-2245	F: 415-975-2618
IDG/GMG	Mktg	Director of Marketing	San Francisco CA	C. Lee	P: 415-979-9845	F: 415-975-2609
IDG/GMG	Rsch	Research Specialist	San Francisco CA	C. Lee	P: 415-979-9845	F: 415-975-2609
IDG/GS	Sales	APAC Regional Manager	Singapore	C. Spence	P: +44-1784-210-210	F: +44-1784-210-200
IDG/Rsch	Rsch	Competitive Research Analyst	Framingham MA	C. Cotter	P: 508-935-4605	F: 508-935-4600
IDG/WEC	Admin	Sales Coordinator	Framingham MA	A. Gill-O'Toole	P: 508-935-4149	F: 508-935-4600
IDG/WEC	Events	Client Services Representative	Framingham MA	C. Cotter	P: 508-935-4605	F: 508-935-4600
IDG/WEC	Fin	Staff Accountant	Framingham MA	C. Cotter	P: 508-935-4605	F: 508-935-4600
IDG/WEC	Mktg	Marketing Coordinator	Framingham MA	C. Cotter	P: 508-935-4605	F: 508-935-4600
IDG/WEC	Mktg	Marketing Manager	Framingham MA	J. Snow	P: 508-935-4631	F: 508-935-4600
IDG/WEC	PR	Public Relations Manager	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
IDG/WEC	Sales	Sales Manager	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
IFW	Admin	Offices Services Supervisor	San Mateo CA	Steven Brown	P: 650-312-5207	F: 650-312-0668
IFW	Art/Design	Graphic Designer	San Mateo CA	S. McDaniel	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Assistant Editor, Features	San Mateo CA	S. McDaniel	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Assistant/Associate Editor	San Mateo CA	S. McDaniel	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Associate Editor	San Mateo CA	L. O'Neill	P: 650-525-3440	F: 650-312-0570
IFW	Edit	Community Editor	San Mateo CA	S. McDaniel	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Copy Editor	San Mateo CA	S. McDaniel	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Editorial Assistant	San Mateo CA	S. McDaniel	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Reporter	Austin TX	S. McDaniel	P: 650-312-0631	F: 650-312-0668
IFW	Exec	CEO/InfoWorld	San Mateo CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IFW	IS	Desktop Support Manager	San Mateo CA	S. McDaniel	P: 650-312-0631	F: 650-312-0668

BU	Category	Title	Location	Contact	Phone#	Fax#
IFW	Mktg	Director of Event Marketing	San Mateo CA	B. Simkin	P: 650-312-0669	F: 650-312-0690
IFW	Mktg	Director of Marketing	San Mateo CA	B. Simkin	P: 650-312-0669	F: 650-312-0690
IFW	Mktg	Event Marketing Manager	San Mateo CA	B. Simkin	P: 650-312-0669	F: 650-312-0690
IFW	On-line	Web Developer	San Mateo CA	L. Wonnacott	P: 650-312-0473	F: 650-312-0668
IFW	Sales	Regional Sales Manager-(East)	East Coast	S. Brown	P: 508-935-4099	F: 508-935-4600
IFW	Web Tech	Sr. Solaris Web Server Administrator	San Mateo CA	B. Simkin	P: 650-312-0669	F: 650-312-0690
IFW	Web Tech	Web Developer	San Mateo CA	L. Wonnacott	P: 650-312-0473	F: 650-312-0668
IS	Circ	Customer Service Representative	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Circ	Web Traffic Coordinator	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Edit	Copy Editor	San Francisco CA	M. Butts	P: 415-733-5473	F: 415-733-5401
IS	Edit	Deputy Managing Editor	San Francisco CA	M. DeLa O	P:	F: 415-733-5403
IS	Edit	Metrics Reporter	San Francisco CA	M. Thompson	P: 415-733-5478	F: 415-733-5403
IS	Edit	Metrics Staff Writer	San Francisco CA	M. Thompson	P: 415-733-5478	F: 415-733-5403
IS	Edit	New Gig Columnist (PT, Contract)	San Francisco CA	P. Traylor	P: 415-591-6982	F: 415-733-5401
IS	Edit	Staff Writer	San Francisco CA	P. Traylor	P: 415-591-6982	F: 415-733-5401
IS	Edit	Web Content Producer	San Francisco CA	H. Boyle	P: 415-617-4117	F: 415-733-5401
IS	Mktg	Director of Marketing & Brand Development	San Francisco CA	K. Zeida	P: 415-733-5449	F: 415-733-5402
IS	Mktg	Marketing Research Analyst	San Francisco CA	S. Riddle	P: 415-617-4164	F: 415-733-5401
IS	Operations	Distribution Manager	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Prod	Production Manager	San Francisco CA	D. McAferty	P: 415-733-5472	F: 415-733-5403
IS	Sales	Account Executive	San Francisco CA	A. O'Hara	P: 415-733-5455	F: 415-733-5401
IS	Web Tech	Associate Producer	San Francisco CA	R. Berkowitz	P: 415-477-2466	F: 415-733-5401
IS	Web Tech	SVP, Interactive	San Francisco CA	A. Patel	P: 415-617-4170	F: 415-733-5401
IS	Web Tech	Web Developer	San Francisco CA	A. Jones	P:	F:
IS	Web Tech	Web Production Assistant	San Francisco CA	D. Newhoff	P: 415-617-4185	F: 415-733-5401
ITCareers	Ad Coord	Ad Coordinator	San Mateo CA	D. Kent	P: 650-525-3457	F: 650-286-2770
ITCareers	Sales	Regional Sales Manager	San Mateo CA	E. Meyer	P: 212-836-4820	F: 212-836-4318
ITCareers	Sales	Sales Associate	San Mateo CA	L. Browne	P: 415-978-3347	F: 415-267-1742
ITCareers	Sales	Sales Associate	San Mateo CA	L. Browne	P: 415-978-3347	F: 415-267-1742
ITworld	Edit	Associate Editor	Southborough MA	J. Davidson	P: 508-303-9731	F: 508-303-9788
ITworld	Edit	Associate Editor, Software	San Francisco CA	J. Davidson	P: 508-303-9731	F: 508-303-9788
ITworld	Sales	District Sales Manager	New Jersey New York NY	K. McIsaac	P: 508-303-9731	F: 508-303-9788
ITworld	Sales	Regional Sales Manager	San Francisco CA	K. McIsaac	P: 508-303-9731	F: 508-303-9788
ITworld	Web Tech	Web Engineer	Southborough MA	K. McIsaac	P: 508-303-9731	F: 508-303-9788
ITworld	Web Tech	Web Events Producer	Southborough MA	K. McIsaac	P: 508-303-9731	F: 508-303-9788
ITworld	Web Tech	Web Producer	San Francisco CA	K. McIsaac	P: 508-303-9731	F: 508-303-9788
Mac Pub	Admin	Project Coordinator	San Francisco CA	P. Forrester	P: 415-243-3502	F: 415-243-3618
Mac Pub	Art/Design	Art Director	San Francisco CA	E. Leishman	P: 415-243-3639	F: 415-442-0766
Mac Pub	Art/Design	Associate Designer	San Francisco CA	E. Leishman	P: 415-243-3639	F: 415-442-0766
Mac Pub	Edit	Assistant Editor	San Francisco CA	K. DeNike	P: 415-243-3573	F: 415-442-0766
Mac Pub	Edit	Associate Editor	San Francisco CA	K. DeNike	P: 415-243-3573	F: 415-442-0766
Mac Pub	Edit	Associate Editor, Features	San Francisco CA	S. Sawyer	P: 415-243-3562	F: 415-442-0766
Mac Pub	Edit	Copy Editor	San Francisco CA	C. Purdy	P: 415-243-3596	F: 415-442-0766
Mac Pub	Prod	Production Manager	San Francisco CA	S. Spingola	P: 415-243-3558	F: 415-442-0139
Mac Pub	Sales	Custom Publishing Sales Manager	San Francisco CA	S. Wu	P: 415-978-3272	F: 415-267-1742
Mac Pub	Sales	Online Account Manager	San Francisco CA	S. Wu	P: 415-978-3272	F: 415-267-1742
Mac Pub	Web Tech	Web Developer	San Francisco CA	P. Forrester	P: 415-243-3502	F: 415-243-3618
NWW	Ad Sales	Advertising Operations Coordinator	Southborough MA	M. Brunaccini	P:	F: 508-490-6454
NWW	Admin	Sales Assistant	San Mateo CA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Art/Design	Senior Designer	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Edit	Online Copy Editor	Southborough MA	M. Brunaccini	P:	F: 508-490-6454
NWW	Edit	Senior Editor	West Coast	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Edit	Staff Writers	Washington DC	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
					P:	F: 508-490-6454
					P:	F: 508-490-6454
NWW	IS	Database Architect	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Mktg	Senior Audience Development Marketing Manager	Southborough MA	M. Brunaccini	P:	F: 508-490-6454
NWW	On-line	Online Designer	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Sales	Sales Assistant	Atlanta GA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Sales	Sales Assistant	Austin TX	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Web Tech	Web Newsletter Coordinator	Southborough MA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
					P:	F: 508-490-6454
PCW	Ad Sales	Account Manager	Paramus NJ	W. Silverman	P: 201-587-7318	F: 201-712-9786
PCW	Ad Sales	Account Manager	Chicago IL Framingham MA Paramus NJ	W. Silverman	P: 201-587-7318	F: 201-712-9786
PCW	Edit	Editor in Chief	San Francisco CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	Fin	Editorial Business Manager	San Francisco CA	M. Reyes	P: 415-978-3364	F: 415-543-3984
Publish	Circ	Circulation Director	Topsfield MA	C. Smith	P: 978-887-7900	F: 978-887-3177
Publish	Edit	Features Editor	Topsfield MA	C. Smith	P: 978-887-7900	F: 978-887-3177
Publish	Edit	Senior Graphic Designer	Topsfield MA	C. Smith	P: 978-887-7900 x105	F: 978-887-3177
Publish	Edit	Technology Editor	Topsfield MA	C. Smith	P: 978-887-7900 x105	F: 978-887-3177
Publish	Fin	Accountant	Topsfield MA	C. Smith	P: 978-887-7900	F: 978-887-3177
Publish	Sales	Advertising Sales - Regional Managers	Chicago IL Los Angeles CA New York NY San Francisco CA	C. Smith	P: 978-887-7900	F: 978-887-3177
Publish	Web Tech	Web Designer	Topsfield MA	C. Smith	P: 978-887-7900 x105	F: 978-887-3177
Publish	Web Tech	Web Developers, Producers, Technicians	Topsfield MA	C. Smith	P: 978-887-7900	F: 978-887-3177

What is IGS?

According to its mission statement, IDG Global Solutions' aims "to build and maintain IDG market share internationally by delivering high-quality products and services that exceed our customer expectations." Those include online and offline products and services that IGS uses to deliver a targeted audience to customers.

The IGS offices serve as a single point of contact for any IDG clients that want to centralize multi-country ad purchasing through one location rather than buy advertising in each country. IGS offices also develop new and incremental business by offering new products or geographical expansion to existing clients and by sourcing new clients for existing products and services.

Internally, IGS strives to work cooperatively with IDG business units worldwide as "an extra marketing arm that they can use," said IGS Asia President **John Tan**. In many cases clients invite IGS representatives to find appropriate marketing vehicles for their latest ads and products. Experience has shown that IGS representatives are speaking to clients at a very early stage of the planning cycle and can influence the outcome to the client's satisfaction. "This process and relationship places IDG at the top of the consideration set in the battle to build a global brand and leads to IDG being the first choice," he said.

Tan noted that in the past, business units have had some misgivings and unhappiness that IGS sales activities have eaten into their bottom lines. "IGS' internal challenge is to make every single IDG unit realize that the sole purpose of IGS is to help increase global revenue across all IDG divisions," Tan said. "In the end, IGS equals global branding for all IDG products. IGS cannot succeed without the support and cooperation of all IDG business units and publications."

Global Solutions

continued from page 1

The presence of strong regional management in Asia/Pacific is a particularly significant step, noted von Heimburg, demonstrating to clients that IDG now has the pieces in place to provide clients with global advertising solutions for their needs.

In another IGS administrative change, **Frank Cutitta**, who previously led IDG Global Solutions' Global Accounts Team, has been named IDG vice president and has moved his group out of the IGS fold and under the auspices of the IDG Corporate Support Center in Boston. Cutitta will serve as IDG's global ambassador and evangelist for IDG's total global product line with the senior management of IDG's largest customers. "Frank will be a resource to the sales reps at any of IDG's business units to call upon for corporate presentations and global insights so that we can increase the amount of client focus 'bandwidth' we have from IDG headquarters," said IDG President and CEO **Kelly Conlin**. Cutitta will continue to be based in Framingham, Mass., and now joins the IGS board.

And in Miami, new U.S. resident and former IDG Brazil Managing Director **Ney Kruel** will lend his expertise to bolster IDG sales activities into Latin America. He is an adjunct to IGS Miami, which, under Mylchreest's direction, now sells advertising for companies in the southern U.S. into IDG publications not only in Latin America but also worldwide.

For more information, contact York von Heimburg at yvonheimburg@idgmagazine.de.

Online sales teams, traffic tracking standard established

A recent IDG Global Solutions development is the creation of dedicated online-advertising sales teams to quickly drive revenues to IDG Web sites worldwide. At the IDG EMEA office in Staines, England, IGS Vice President/New Media **Edward Tijdink** heads up the online team composed of **Harvey Sarjant**, **Suzanne Rozier**, **Hanne Tuomisto**, **Simon Thomas**, **Eleanor Davis** and **Kate Joseph**. A dedicated online team for international customers will soon be formed in the U.S. Other IGS offices may create online sales teams where volume warrants.

The IDG Global Web Support Center is developing a worldwide IDG standard of how to measure traffic that will help IGS with online advertising sales. The IDG Pixel Tracking Program now available for many IDG business units in Europe provides a consistent, accurate measure of IDG pageviews and unique users.

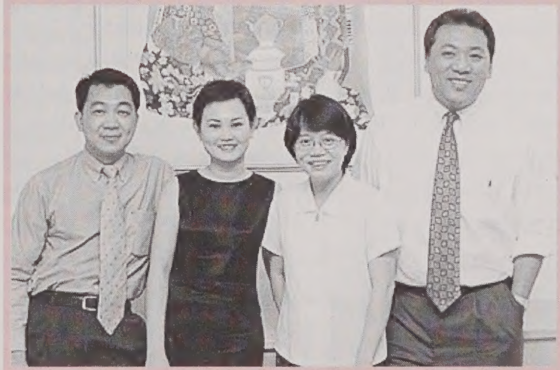
These statistics and others to be determined in the near future will be powerful tools for IDG online sales reps to use in selling advertising into IDG sites in different markets.

Registered users of the GWSC site can find out more about this program (News and Views section, Features Archives, "Measuring by a single standard becomes reality," at www.supportcenter.com/gwsc/gwsconline.nsf/UNID/4326122F920E279ACC25691F0017EDED!opendocument). Employees who would like a GWSC login and password should send a blank e-mail message to GWSC Executive Editor **Lisa van der Kamp** and Asia-Pacific GWSC Director **Mark Evans** (lisa_van_der_kamp@idg.com, mark_evans@idg.com) and write "GWSC Login" in the subject field.

IGS Asia announces exclusive sales representatives in Taipei, Seoul

IDG Global Solutions has named two new exclusive representatives for IDG sales in Asia: The Infopro Group in Taipei and Far East Marketing in Seoul. In May, Infopro was named the publishing licensee for the Taiwan editions of *Computerworld/InfoWorld* and *PC World*.

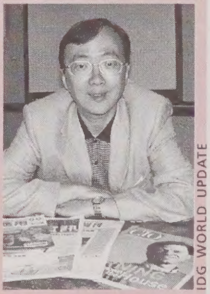
The two new companies join the current IGS offices in the region: Hong Kong (under the direction of IDG Hong Kong Managing Director **Micaela de Almeida** and International Sales Director **Vera Chan**) and Singapore/Asia Pacific (see photo).



*The IGS Singapore/APAC office team members are (left-right) International Sales Director **Jimmy Wu**, Sales Support Executives **Mindy Lim** and **Wong Wai Chee** and IGS Asia President **John Tan**.*

Contact details for the new companies are as follows:

Albert Wu - Chairman & CEO
Carole Pao - Sales Director of Global
Solutions Division
The Infopro Group Inc.
8F, 131 Sec 3 Nanking E. Road
Taipei, Taiwan
Tel: 886-2-2717-0571
Fax: 886-2-2547-0601
E-mail: albert_wu@infopro.com.tw
carole_pao@infopro.com.tw



IDG WORLD UPDATE

Wu

C H Park - President
Helena Lee - Account Executive
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Rm 1806/7 Golden Tower Building
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Seodaemun-ku, Seoul, Korea
Tel: 82-2-364-4182
Fax; 82-2-364-4184
E-mail: femchp@unitel.co.kr

noteworthy

Aarons

Jones

Kane

Lucas

Kartina

Farhang

IDG WORLD UPDATE PHOTOS

Promotions

IDC Sales Manager **Bonnie Aarons** has been promoted to sales director, Industry Consulting. "Bonnie has been a critical part of the consulting sales organization since joining IDC in 1998 and has been a consistent contributor month in and month out with record bookings," said **Jose Rodriguez**, vice president, Industry Consulting. "A short list of Bonnie's accomplishments in her 18-month IDC tenure include being awarded Consulting Salesperson of the Year for Fiscal Year 1999, growing our consulting business at EDS from $90,000 in FY98 to a current total approaching $700,000 in FY00 with five months left in this fiscal year, achieving a million dollars in bookings in a single month and being a strong partner to our CIS sales teams at such critical accounts as EDS, Motorola, Oracle and Exodus Communications."

New employees

Senior Editor **Alison Bass** comes to *CIO* after 12 years at *The Boston Globe* as both a features editor and writer. At the *Globe* she wrote award-winning stories for a variety of departments and served as editor of the New England section, planning and assigning all content and managing five or six writers. She has taught narrative writing in the graduate program for reporting on science and medicine at Brandeis University in Waltham, Mass., where she studied English and American literature. She is currently teaching a course there on "the new media landscape."

Beth Boston joins CXO Media as a district sales manager working out of the company's San Francisco office. A graduate of the University of Arizona where she earned a B.S. in business administration and a J.D. from the College of Law, Boston passed the California Bar in 1999. Previously Western account manager for *Online Investor* and Northwest representative for *Utne Reader*, Beth enjoys tennis, golf, spinning, going to movies and dining out "at San Francisco's many great restaurants."

Previously a Web designer with HealthCentral.com, **Darrin Jones** now holds a similar title with ITworld.com in San Francisco. He earned a B.A. in fine arts with an emphasis in painting and drawing from San Francisco State University. Away from his desk he likes to restore vintage motor scooters, paint and read.

A recent graduate of West Chester State College in West Chester, Pa., with a B.A. in political science and public management, **Fiona Kane** joins *InfoWorld* as a sales operations assistant. She enjoys travel, swimming and camping.

InfoWorld has hired **Michelle Lucas** as a sales associate. She was previously front office coordinator for the Peninsula Gastrointestinal Medical Group. She is currently pursuing an associate's degree in English at the College of San Mateo (Calif.) and enjoys biking, walking, arts and theater.

Previously a software sales specialist with IBM in St. Louis, **Jennifer Kavanagh** works out of *InfoWorld*'s Framingham, Mass., office as an online sales specialist. She graduated from Purdue University in West Lafayette, Ind., with a B.S. in computer technology. Recently married, she enjoys travel, theater and movies.

IDG Executive Forums has hired **Irma Kartina** as database coordinator. She previously worked as a registration project manager with Rosenberg and Risinger, Inc., a conference and exposition firm. She holds a B.S. in architecture from Petra University in Indonesia and has studied hotel management at UCLA Extension. Her hobbies include stamp collecting.

IDC has hired **Gil Lawrence** as a human resources manager. He comes to IDC from Boston Medical Center where he was manager, employment and employee relations supporting 4,500 workers. He holds a B.A. in English from Boston's Northeastern University and an M.S. in human resources management from Lesley College in Cambridge, Mass. In his free time he enjoys sports and gardening.

IDC has also hired **James Klepper** as a human resources manager. Prior to IDC he was director of human resources for the Educational Commission for Foreign Medical Graduates. He holds a B.A. in history from the University of Pennsylvania and a J.D. from Duke University Law School. After hours he likes to cycle and play soccer.

IDC has hired **Michael Caprioli** as a Web developer. He was previously a teacher's aide for the Southern Worcester County (Mass.) Educational Collaborative where he worked with special education and special needs students. He earned a B.S. in computer science from Worcester State College and enjoys music and gaming.

Client Services Representative **Dorothy Merullo** comes to IDC's Enterprise Accounts department from Furniture.com where she was a customer care representative. She graduated from Framingham (Mass.) State College with a B.A. in economics, likes to garden and quilt and last year passed the Certified Cash Manager exam while working as a senior account administrator at BankBoston.

Returning employees

First a sales associate at *Macworld* and later a sales associate at Infotainment World, **Farnaz (Nazy) Farhang** returns to IDG as InfoWorld.com's West Coast online sales specialist. She holds a B.A. in communications from the University of San Francisco. A new mother, Nazy tries to find time to catch a movie now and then.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Renate Giesen *IDG Germany*

18

Averie Rosemark *IDG Legal*
Eduardo Ostan *IDG Brazil*

17

Georg Sing *IDG Germany*

15

Daniel Sommer *InfoWorld*

13

Reinelle Hicks *InfoWorld*
Roseann La Bruno *InfoWorld*
Molly Leung *IDG Hong Kong*

12

Esther Van Dijk *IDC Benelux*
Ellen Sanderson *IDG*
Megan Santosus *CXO Media*

11

Kelly Conlin *IDG*
Gabriele Lange *IDG Germany*
Michael Klein *IDG Germany*
Liesbeth Ruoff-van Welzen *IDC Benelux*

9

Keith Henry *IDC U.K.*
Tiziana Parma *IDG Italy*

8

Sally Cusack *IDC*
Ola Fors *IDG Sweden*

7

Carol Glasheen *IDC*
Magnus Lindgren *IDG Sweden*
Ricardo Pieroni *IDG Argentina*

6

Anders Sjölander *IDG Sweden*
Anne Gao *IDC China*
Jackeline de Carvalho *IDG Brazil*
Melisa Duffy *IDG Books*

5

dward Tijdink *IDG Global Solutions*
Christian Jahr *IDG Germany*
Gundrun Silvestri *IDG Germany*
Franz Koivunen *IDG Sweden*
Petra Frejborg *IDG Sweden*
Jørn Jensen *IDG Denmark*
Arne Steinmark *IDG Denmark*
Thomas Mortensen *IDG Denmark*
Christopher Koch *CXO Media*

4

Achim Schäfers *IDG Germany*
Nina Bach Friis *IDG Denmark*
Rumi Nakano *IDC Japan*
Solange Loureiro *IDC Brazil*
Meiko Nishi *IDG Japan*
Joan Bonadeo *CXO Media*
Tamara Ahrens *IDG Books*
Stephanie Lucas *IDG Books*
Carl Pierce *IDG Books*

3

Katerina Jandova *IDG Czech*
Michael Anthony *PC World*
Paul Brislen *IDG New Zealand*
Wolfgang Terhörst *IDG Germany*
Gerd Mittman *IDG Germany*
Mikael Törnwall *IDG Sweden*
Peter Svendsen *IDG Denmark*
Michael Olesen *IDG Denmark*
Poul Hilbert *IDG Denmark*
Bing Zheng *IDG Asia*
Jason Whitaker *IDG Books*
John Bitter *IDG Books*
Rebecca Senninger *IDG Books*
Barry Pruett *IDG Books*
Cyndra Robbins *IDG Books*

2

David Grant *Digit (U.K.)*
Evelyn Loos *IDG Germany*
Andreas Perband *IDG Germany*
Bianca Springer *IDG Germany*
Jörg Spormann *IDG Germany*
Jesper Högström *IDG Sweden*
Daniel Tenselius *IDG Sweden*
Daniel Bolander *IDG Sweden*
Markus Emgärd *IDG Sweden*
Jessica Hedengren *IDG Sweden*
Bjørn Hemmingsen *IDG Denmark*
Gianco Melcarne *IDC Australia*
Nancy Kuang *IDC China*
Colin de Almeida *IDC U.K.*
Koji Moriya *IDC Japan*
Kuniko Takahashi *IDC Japan*
Fumie Ichikawa *IDC Japan*
Anne Kittel *IDG Switzerland*
Nina Osterwalder *IDG Switzerland*
Rasika Pradhan *IDC Benelux*
Susan Murphy *IDG*
Michele Nealand *IDG International Publishing Svcs.*
Connie Raleigh *IDG*
Eric Greisdorf *IDG Books*

1

Eva Tricatnikova *IDG Czech*
Miroslav Lanc *IDG Czech*
Cameron Crouch *PC World*
Kathleen Cullen *PC World*
Alan Rosen *IDC*
Ting Piper *IDC*
Subrahmanyam Mandiga *IDC*
Christian Silva *IDC*
Gladys Leung *IDG Hong Kong*
Mária Piller *IDG Hungary*
Mark Williams *ITworld.com*
Katja Kleffmann *IDG Germany*
Kristin Hoof *IDG Germany*
Mike Hartmann *IDG Germany*
Agneta Carlén-Olsson *IDG Sweden*
Andreas Leandoer *IDG Sweden*
Jenny Persson *IDG Sweden*
Claus Thorhauge *IDG Denmark*
Rasmus Udsholt *IDG Denmark*
Anders Berner *IDG Denmark*
Nikolaj Devantier *IDG Denmark*
Lene Rimestad *IDG Denmark*
Katrine Bertelsen *IDG Denmark*
Susanne Hjortlund *IDG Denmark*
Phoebe Pan *IDC China*
Soo-Kyun Kim *IDC Korea*
Susan Buddle *IDC U.K.*
Isa Korn *IDC U.K.*
Denise Goya *IDG Brazil*
Caroline de Guzman *CW Singapore*
Joanne Seffens *IDG Australia*
Phyllis Goodwin *IDG.net*
Melissa Ward *IDG Books*
Andrew Vanyo *IDG Books*
Richard Hamilton *IDG Books*
Ivor Parker *IDG Books*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

CIO 100 Symposium and Awards
Aug. 13-16
Hotel del Coronado
San Diego, Calif.
Tel: 508-872-8200
www.cio.com/conferences

LinuxWorld Conference and Expo
An IDG World Expo event
Aug. 14-17
San Jose Convention Center
San Jose, Calif.
www.linuxworldexpo.com

IDC Latin America Breakfast Briefing
Emerging Latin America Software Dynamics — Linux, ASPs and Others
Aug. 22
Biltmore Hotel
Coral Gables, Fla.
Tel: 305-267-2616
www.idc.com/idcla

IDG U.S. Sales Meeting
Aug. 23-26
Four Seasons Resort
Scottsdale, Ariz.
Contact: Marion Kibbee, IDG
617-534-1207
marion_kibbee@idg.com

DEMOmobile 2000
Sept. 6-8
The Ritz-Carlton Huntington Hotel
Pasadena, Calif.
Contact: IDG Executive Forums
www.idgexecforums.com

Send event listings to world_update@idg.com.

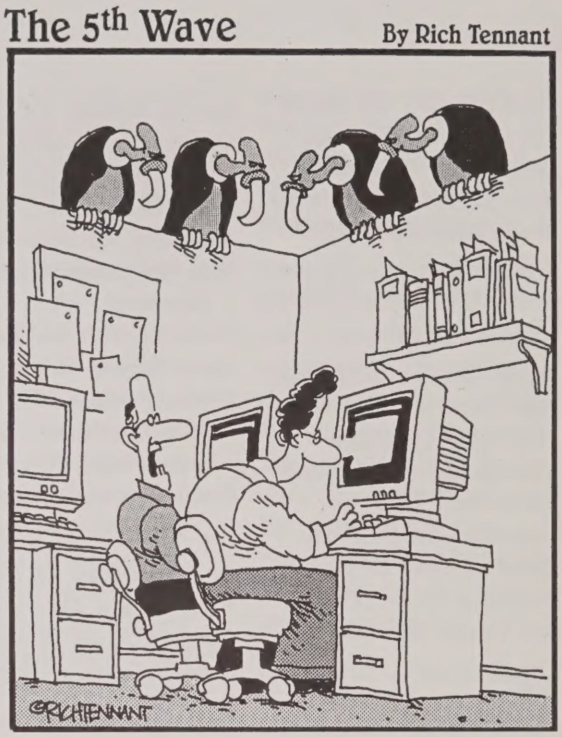
off line

for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Tuesday, Aug. 29.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.



New address for IDC Malaysia

IDC's office in Malaysia (IDC Market Research (M) Sdn Bhd) has relocated to:

Suite 13-03, Level 13
Wisma KiaPeng
No. 3, Jalan Kia Peng
50450 Kuala Lumpur
Malaysia

Tel: +60-3-2163-3715
Fax: +60-3-2163-5098

Just 42 days remain to submit photos for the IDG Calendar Contest!

Fire up those cameras! Entries are now being accepted for the 17th annual IDG Employee Photo Calendar Contest. The contest is open to all IDG employees worldwide.

Twelve masterpieces will be selected for inclusion in the calendar that is distributed to all IDG employees worldwide at the end of the year. Here are the rules:

1. You may submit up to two color or black-and-white prints or 35-mm slides that you have taken of any subject. Digital photos must be submitted in printed format for judging. If you submit a digital photo and it is selected to appear in the calendar, you must be prepared to submit the original image file electronically.

2. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s). Note: Please do not write directly on the back of photos! A business card taped to the back of the photo works well. **Photos will not be returned.**

3. Entries must be received by **Monday, Sept. 11**. Send your entries to: *IDG World Update*, Photo Calendar Contest, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A.

4. First, second and third place winners receive $250, $150 and $100, respectively.

5. Questions may be sent to *IDG World Update* at world_update@idg.com.

2000
Employee
Photo
Calendar

Don't miss your chance to be a part of next year's Employee Photo Calendar. Enter now!

IDG WorldUpdate

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 50 offices in 43 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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WWW.IDGWORLDUPDATE.COM

Macworld Expo eclipses East Coast attendance record

Macworld magazine uses event to show off updated, streamlined look

Success breeds success. As proof of that, each recent Macworld Conference and Expo has been larger than the one before, and last month's Expo at New York City's Jacob Javits Center broke attendance records for an East Coast Macworld Expo.

With 61,250 showgoers from more than 70 countries, attendance was up 33% from last year's New York show, which saw approximately 45,000 visitors. Nearly 400 companies exhibited the latest in hardware, software and Internet products for the Macintosh operating system on more than 294,000 square feet of floor space.

"With the new record for attendance and the 25% increase in exhibit space over last year, Macworld Conference and Expo is now the second most attended IT event in New York," said **Rob Scheschareg**, vice president, events for IDG World Expo. (The leader is Internet World.)

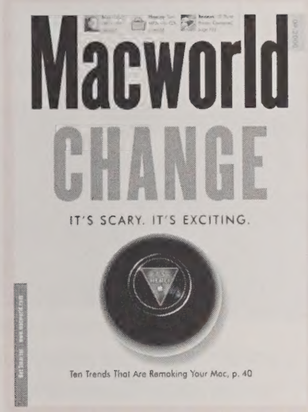
Scheschareg attributed the show's growth to its clear, vertical focus on the Apple community, a combination of new marketing initiatives on the part of IDG World Expo and pent-up anticipation for product announcements from Apple Computer, Inc. and its cadre of developer firms. "Apple has really made the commitment that their major announcements will take place at Macworld," Scheschareg said, "and they encourage their developers to do the same. The developers then have more products, want more booth space and a bigger presence, and the show spirals upward from there."

Besides working with Apple and its developers and users groups, World Expo also worked closely with Mac Publishing L.L.C., publisher of *Macworld*, to draw visitors to the show. Mac Publishing and World Expo jointly offered attendees free six-month subscriptions to the magazine and complimentary exhibitions-only passes, scoring 10,000 new subscribers in the process.

"Our booth was wild with people. It was

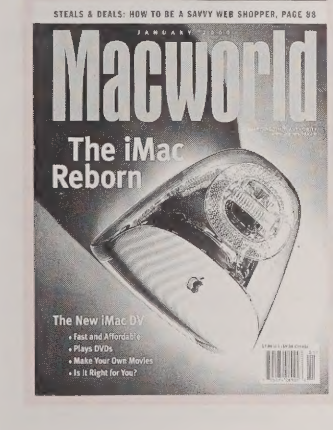
continued on page 4

Now...


Macworld
CHANGE
IT'S SCARY. IT'S EXCITING.
Ten Trends That Are Remaking Your Mac, p. 40

Macworld's new look (above) is intended to foster a powerful synergy between the print and online publications. Below, Macworld as it used to be.

...and then

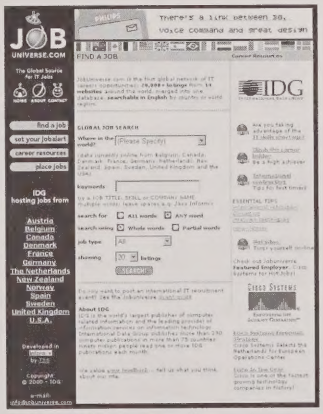

STEALS & DEALS: HOW TO BE A SAVVY WEB SHOPPER, PAGE 88
JANUARY 2000
Macworld
The iMac Reborn
The New iMac DV
• Fast and Affordable
• Plays DVDs
• Make Your Own Movies
• Is It Right for You?

JobUniverse project finds new home in Germany

Although scientists appear not to have noticed, the center of the universe has shifted to Bavaria. The JobUniverse, that is. Founded in 1999 by **Frank Quinn**, publisher of IDG's Irish licensee ComputerScope, Ltd., JobUniverse (www.JobUniverse.com) is now being coordinated by the staff of Computerwoche Verlag GmbH in Munich, Germany.

"JobUniverse is a very important strategic project for IDG Germany," said **Ralph Peter Rauchfuss**, managing director of Computerwoche Verlag. "When Frank decided to leave the recruitment market in Ireland, we saw the project as being in danger. So we took the responsibility to secure our long-term future and IDG's in this important business."

With more than 20,000 job postings from 13 international IDG Web sites merged into one database searchable in English by country or global region, JobUniverse is designed to serve as a central aggregation point for content from all of IDG's recruitment sites worldwide. It provides quality responses to recruitment advertisers while giving IDG a presence in the Web job-site arena. No other site in Europe, for instance, offers job seekers English-language job searching across multiple countries with direct contact to recruiters through IDG's online and print publications. The site offers recruiters access to IDG's global online and print media.


JOB UNIVERSE.COM
The Global Source for IT Jobs
HOME ABOUT CONTACT
find a job
set your jobalert
career resources
place jobs
IDG hosting jobs from
Austria
Belgium
Canada
Denmark
France
Germany
The Netherlands
New Zealand
Norway
Spain
Sweden
United Kingdom
U.S.A.
Copyright © 2000 - IDG
There's a link between 3D, voice commands and great design
FIND A JOB
GLOBAL JOB SEARCH
Where in the world?
(Please Specify)
keywords
search for
ALL words
ANY word
search using
Whole words
Partial words
job type
All
showing
20
listings
SEARCH
About IDG
IDG
ESSENTIAL TIPS
Cisco Systems

IDG's JobUniverse currently contains more than 20,000 job postings from 13 countries.

continued on page 5

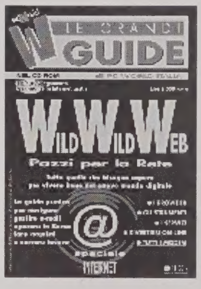
Major Web alliance, enhanced Internet content among IDG Italy's news

Now that it is August, employees of IDG Italy may finally time for a little rest and relaxation. During the past several busy months, the business unit has signed an agreement to be the exclusive IT content provider for Ciaoweb, a major Internet portal; relaunched its Web site, developed a show guide for a major Milan expo and expanded its Internet economy coverage.

Most recently, the business unit introduced its redesigned magazine Web sites, collectively known now as the portal www.idgworld.it. Two dedicated editors manage the site, which aims to bring increased traffic to the Web sites of *Computerworld Italia, NetWorking Italia, PC World Italia* and *Macworld Italia* as well as the recruitment site Jobuniverse.it. IDGworld.it features original articles and news coverage of the international IT and telecom markets, microsites related to hot topics, a forum for visitors, a comprehensive search capability and e-mail newsletter subscriptions.

The company's goal is to reach 400,000 page views per month by the end of September.

In late May, IDG Italy agreed to provide IT-related content to the Computer Channel section of Ciaoweb (www.ciaoweb.it), the Fiat Internet portal launched last year. IDG Italy's *PC World, Macworld* and *NetWorking Italia* will provide reviews of computer products, comparative tables, buyers' guides, practical advice and price lists, while *Computerworld Italia* will supply weekly news of the international IT market.



Also in late May, IDG Italy arranged a barter agreement with the Smau exposition producer. In exchange for booth space within Smau Impressa 2000, a three-day business exhibition geared to the new economy, IDG Italy's *Computerworld* staff developed the *Smau Impresa's Guide* for visitors detailing complete exhibitor information, a calendar of workshops and breakout sessions and articles about the event itself.

Among IDG Italy's recent editorial enchancements is an "Internet Industry" section of *Networking Italia* that debuted in May. Beginning in June, *PC World Italia* introduced a six-page section, "Net Economy," based on the success of the publication's *Trading Online Guide* in March that analyzed legal problems linked to trading online and offered advice on buying and selling stocks on the Net. Through mid-July, Italian newsstands featured a new *PC World Italia* guide, *WILD, WILD WEB: Crazy for the Net*, which included content geared for veteran *PCW* readers interested in buying new products as well as novice PC users who want to learn more about the Internet.

For more information contact IDG Italy Managing Director, Consumer Publications **Mario Toffoletti** at mario_toffoletti@idg.com. WU

LinuxWorld's value touted in print and online kudos

IDG's LinuxWorld (www.linuxworld.com) has emerged as one of the leading Internet resources for Linux and recently received two industry honors. LinuxWorld was recently named one of the best Web magazines by *Linux Magazine* and was selected by Links2Go (www.links2go) as a key resource for Linux and Unix topics.

LinuxWorld provides news and technical information on Linux and open source software. It is published by ITworld.com, IDG's Web-based information resource for enterprise IT professionals.

As part of the "Top 100 Linux Web Sites" feauture in the June issue of Linux Magazine, Linuxworld was praised for delivering "original Linux stories each month that touch on everything from software reviews to coverage of big stories in the Linux marketplace."

Links2Go, a site that provides businesses and end users with search and directory services, named LinuxWorld a "key resource" after sampling millions of Web pages and determiing which sites are most heavily cited by Web page authors.

"Since its launch less than two years ago, LinuxWorld has dedicated itself to serving the computer professionals who use or research open source software, of which Linux is the cornerstone," said LinuxWorld Editor-in-Chief **Kathy Badertscher**. "Recognition from both the print world and Web world illustrates that we are meeting our goals of serving our readers by providing valuable, useful information."

Badertscher, Associate Publisher **Barry Harris** and Associate Editor **John Pancharian** are based at 501 Second St. in San Francisco.

For more information contact Badertscher at kathy_badertscher@itworld.com. WU

IDG Netherlands has new address

Richard Holkade 8
2033 PZ
Haarlem
The Netherlands

Telephone and fax numbers remain the same:

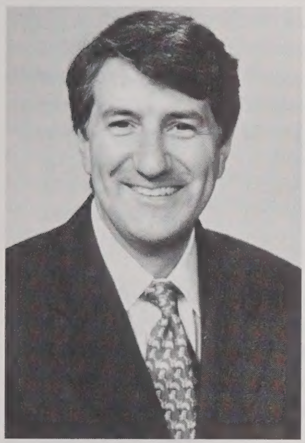
Tel: +31-23-546-1111
Fax: +31-23-546-1155

Pixel Tracking Program has new URL

Information about IDG's Pixel Tracking Program *(World Update*, July 31, page 5), located on the Global Web Support Center site, has a new URL. It is www.supportcenter.com/gwsc/gwsconline.nsf/FAQWeb?OpenView.

executive Q and A

Kelly Conlin
The president and CEO of IDG is this week's columnist.



> *"IDG is emulating the model that every media — from radio, to magazines, to television — has eventually followed: the specific overtaking the general, accommodating the different needs and expectations of distinct, targeted audiences."*

Q **What do you think about CNet's decision to purchase ZDnet? What are the implications for IDG?**

A Given the vitriol that existed between the two companies, which have been described as "bitter rivals" fighting a circulation "arms race" to lay claim to being the biggest tech portal, the merger was surprising — particularly to the people working at both companies. But when considered through the intentions of Softbank, ZDnet's major shareholder, it isn't all that unexpected. Softbank has been selling Ziff-Davis's various divisions piecemeal over the last six months to the highest bidders, and with ZDnet's market cap one-third as large as CNet's — despite the two companies being nearly comparable in size — Softbank saw selling out to CNet as the best way to exit its troubled ownership of the last piece of Ziff-Davis not yet sold or recapitalized.

This does, however, change the online tech publishing landscape, and leaves both readers and advertisers with a stark choice between the combined CNet/ZDnet sites and those of IDG. The choice is especially stark because the companies have very different strategies.

Put simply, CNet/ZDnet's main focus is size — nearly every statement post-merger related to how the combined portal would be one of the Top 10 Media Metrix sites. IDG's main focus is community — optimizing the online experience for each of our brands in a multichannel — print, online, events — delivery system.

Both strategies have merit, but make no mistake about their differences. CNet/ZDnet is emulating the broadcast model, arguing that sheer reach of eyeballs is what advertisers will want most, and a single, one-size-fits-all portal will create the highest reader loyalty. IDG is emulating the model that every media — from radio, to magazines, to television — has eventually followed: the specific overtaking the general, accommodating the different needs and expectations of distinct, targeted audiences. This model recognizes, for example, the differences between a Web site for tech executives (like cio.com) and one for game players (gamepro.com); one for the technologically inhibited (dummies.com) and the technologically savvy (networkworld.com); one for Internet executives (thestandard.com) and for market strategists (idc.com). In this model, the IDG.net site is not a destination, but simply a gateway, an electronic newsstand, to get readers to the right site in the network, through its search engine or its alliances with partners like CNN.com.

As the bloom comes off the rose for pure-play Internet companies, the most sustainable media model will come from the combination of strong community (to continue the example, CIOs will have the highest affinity, and derive the most value, from a site that has deep content expertise, that reflects their sensibilities, not one where a search returns content ranging from game reviews to weekend gadgets to shareware libraries) and a multichannel delivery system, where the content best delivered in print is shared with decision support resources best delivered online, complemented by in-person and virtual events that reinforce the peer-to-peer community. Only IDG has the products and resources globally to execute this model. It's clicks *and* bricks.

Both companies started from a different point: CNet with a single brand, now trying to push horizontally, testing the elasticity of the brand promise outside its core, consumer-oriented content but still with a single medium; IDG, with a stable of well-known, highly differentiated brands serving a range of customers with a range of products, including books, research, publications, events and data services. We would be squandering the magnitude of our opportunity online — and the growth of each brand — if we stuffed everything into a single, Pathfinder-like portal.

But what about the numbers? Each month, we read about the latest circulation milestone for CNet, touting the monthly traffic box scores like a highly coveted trophy. Those statistics are, however, a questionable foundation on which to measure a company's success. A recent, independent study found that syndicated surveys have a margin for error that understates site traffic by as much as 85% and overstates it by as much as 300%. This means that if a site has, for example, 1 million page views the rating firms could show the site having anywhere from 150,000 to 3,000,000 page views. "I think ratings are highly misleading," was the conclusion of the professor who chaired the study.

But even accepting the numbers, flawed as they might be, doesn't leave CNet with the kind of lead they advertise in the areas that are most valuable. For example, 41% of CNet's unique visitors use only the shareware area of the site — an area with no editorial content, low CPM and little advertiser interest, located at www.download.com. When you exclude those visitors from Net Ratings numbers, and compare only the content areas, CNet had 2.5 million unique visitors in July, while IDG's sites had 2.2 million. Moreover, IDG's visitors grew 16% from

continued on page 7

World Expo marketing initiatives help boost show's growth

Among IDG World Expo's marketing initiatives for Macworld Conference and Expo New York 2000 were the following:

- Stronger incentive packages for Macworld Conference and Expo alumni.
- Cooperative marketing campaign with local Macintosh dealers in the New York metropolitan area.
- Extensive promotion with Apple's Developer Relations Team and their "Select" and "Premier" programs.
- Partnership with East Coast Macintosh User Groups and Apple's User Group Advisory Board.
- Aggressive public relations campaign.
- Many other targeted grass roots efforts with digital artists, educators, Webmasters and trade groups.

Macworld Expo

continued from page 1

crowded all the time," said **Sharon Cordesse**, Mac Publishing marketing and communications manager. "It was an extremely successful show for us." She also stated that targeted efforts in publicity garnered *Macworld* Editor-in-Chief **Andy Gore** interviews with the *San Francisco Examiner*, *USA Today*, the New York City ABC television news affiliate, as well as with CNN as part of a live national interview about the raft of Apple product announcements, the most the company had made at any exposition.

The magazine also took advantage of the trade show to launch its own redesign, its first in seven years. Beginning with its September issue and created by the design firm Pentagram, the new design offers an updated, streamlined layout that echoes the look of a Web-based graphic interface.

"One of the driving reasons for this redesign is to create a more powerful synergy between our print and online publications," Gore said. "The new design enables us to transform print articles into living documents and take advantage of the Web's ability to expand upon traditional print media. This puts us at the leading edge of design, which is a natural position for us to be in, given our audience of creative professionals."

Macworld
CHANGE

*Macworld Editor-in-Chief **Andy Gore** shows off his publication's new look.*

Mac Publishing Marketing Services Manager **Tara James** said the magazine distributed 25,000 copies of the redesigned magazine at Macworld Expo. "Basically, we got one in almost every other person's hand and got a lot of press for *Macworld* at the same time."

World Expo's Scheschareg also attributed the show's success to new programs his group had created, such as Mac Beginnings. These introductory conference sessions were developed for novice Macintosh users and Internet users who had recently bought their first Mac or were attending their first trade show. Taught by industry professionals, these sessions included "Mac 101: A Training Class for Your First Macintosh," "User Groups: What They Can Do For You," and a special session on how to create an iMovie. "These were entry-level courses, open to everyone, but targeting iMac and iBook users. We wanted to make their first trade show a welcome experience," Scheschareg said. "Anytime you bring first-time computer users and corporate executives together with educators and creative professionals to learn from and network with their peers, suppliers and experts, everyone benefits in many ways."

Now in its 16th year, Macworld Expo also provided more than 110 conference and educational sessions, as well as a variety of special-interest areas, including Music and Audio, Quicktime Multimedia Studio, an Education District, Consumer Showcase, Sci-Tech Area, Net Innovators Area and Developer Central.

Other IDG business units also carried the IDG flag at the show. IDG Books offered 28 books in its Macintosh series, from *...For Dummies* books to Bibles, and brought in several of its authors to sign those books as well. The Webby Awards made a panel appearance, bringing together Webby Awards 2000 winners and judges and *Macworld* editors to discuss what makes an award-winning Web site and how these sites measure up for the Macintosh audience.

The next Macworld Conference and Expo will be held at San Francisco's Moscone Center, Jan. 9-12, 2001. "Macworld has been growing dramatically during the last couple of years while other East Coast IT events have been declining," Scheschareg said. "We expect this excitement and momentum to carry over to Macworld in San Francisco in January."

For more information, contact Rob Scheschareg at rob_scheschareg@idg.com, Sharon Cordesse at scordesse@macworld.com or go to www.macworldexpo.com. WU

Coming up

CIO 100 Symposium and Awards
Aug. 13-16
Hotel del Coronado
San Diego, Calif.
Tel: 508-872-8200
www.cio.com/conferences

LinuxWorld Conference and Expo
An IDG World Expo event
Aug. 14-17
San Jose Convention Center
San Jose, Calif.
www.linuxworldexpo.com

IDC Latin America Breakfast Briefing
Emerging Latin America Software Dynamics — Linux, ASPs, and Others
Aug. 22
Biltmore Hotel
Coral Gables, Fla.
Tel: 305-267-2616, www.idc.com/idcla

IDG

Week of August 7, 2000

Technology Editor (Computerworld)

The Technology Editor is a senior management position charged with the oversight and coordination of all print and online features appearing in Computerworld's Technology section and website. This editor plays a significant role in helping to determine the scope and direction of technology coverage appearing throughout Computerworld, and is also responsible for conceptualizing, assigning and, in some cases, editing a wide range of feature stories. This is a high-level management role that also involves working with other top editors on personnel issues, coordinating reporter workload, establishing and improving work processes, and developing new print and online content. This position requires at least five years of editing and reporting experience in the information technology industry, some management experience, outstanding organizational and interpersonal skills, an ability to multi-task under deadline pressures, and an in-depth understanding of how IT is used to meet the business needs of Fortune 500 organizations. Some travel is required, to user sites, industry conferences and other events. The position is located in Framingham, MA. *Location: Framingham MA*
Contact: P. Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@computerworld.com

Sales Associate (Computerworld)

The Sales Associate position is responsible for providing sales and administrative support for the Account Director in a given territory. The Sales Associate handles a variety of publishing functions from media kit fulfillment to customer service. This position requires excellent communication and organizational skills and the ability to handle a busy working environment and multiple tasks. Attention to detail and follow-up are critical. Teamwork and can-do attitude is a necessity. Knowledge of technology, and/or publishing, advertising agency experience, is a plus. A minimum of 1-5 years of office experience and a bachelor's degree or equivalent work experience are also require *Location: Irvine CA*
Contact: P. Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@computerworld.com

Marketing Assistant (CXO Media)

CXO Media seeks a dynamic and creative professional to join their marketing communications team. Responsibilities will include group support to marketing communications projects, soliciting quotes and approval of quotes for various marketing materials, project management of monthly newsletter, copyedit/proofing, working in coordinating advertisements placed in various outlets, working on various sections of quarterly Wrapsheet, along with special projects as assigned. Ideal candidates will posses a BS/BA, and strong computer skills along with Internet savvy. Candidates must be able to work independently under tight deadlines and juggle multiple tasks. Excellent organizational skills, attention to detail, and strong written and verbal communication skills required.
Location: Framingham MA
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

Administrative Assistant (IDC)

Provide client support for account managers; maintain client eflash lists; send out telebriefing invitations; maintain group schedules in the Time Out Database; maintain research files; make travel arrangements; maintain attendance sheets; interface with sales in order to maintain accurate customer data; work with customer database in order to maintain accurate internal customer information; assist in the organization and planning of the yearly on-site/off-site meetings. Coordinate vendor meetings; support Human Resources, Group Operations Director and/or Manager of office services with new hires, moves, or transfers; data entry of hard-copy inquiries; take notes at staff meetings; assist with special projects as needed; various administrative office tasks (filing, copying, faxing),as needed. The successful candidate for this position should have strong organizational skills and a solid knowledge of MS office products and Lotus Notes. Being able to handle multiple projects while still meeting deadlines, strong communications skills and a proactive attitude is essential. *Location: Framingham MA*
Contact: A. Schneider, Fax: 508-935-4432, Phone: 508-935-4419, Email: idc_jobs@idc.com

Creative Services Manager (IDC)

IDC's Marketing Services department is looking for a creative, multitasking, hands-on individual to manage small, but highly productive and fast-paced graphics and desktop publishing group. The successful candidate will be responsible for graphic design, layout production with heavy text formatting and project management of all IDC's marketing collateral and promotional campaigns: including product fact sheets, multiple brochures, direct mail pieces, product packaging, conference promotional pieces, web design and ad hoc projects, as well as for developing ongoing relationships with outside design resources and printers to be utilized during peak seasons. MAC and PC expertise desired; Quark Express, Powerpoint, Photo Shop, Illustrator absolutely required, along with 6 to 8 years of design experience, strong management background and excellent communications skills. Must have extremely strong organizational and project management skills. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Proofreader (IDC)
Publishing Services & Technologies (PS&T) seeks an efficient, accurate proofreader for projects on the IT industry. The proofreader's primary responsibility is to assess the accurate completion of both editorial and formatting processes before documents proceed to author review; additional responsibilities include entering document revisions, ensuring that revisions have been made correctly, and sharing feedback with editors and authors. Strong Microsoft Office Suite skills, especially Word and Excel, are required. The ability to work under tight deadlines, juggle many projects, communicate with tact and diplomacy, and work effectively as part of a team is a must. A bachelor's degree and one to three years of experience in a technical environment are preferred. *Location: Framingham MA*
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Research Editor (IDC)
Publishing Services & Technologies (PS&T) seeks a talented, independent Research Editor for projects on the IT industry. Responsibilities include editing text and tabular material online and on hard copy, working with authors to fine-tune their writing, datachecking, and proofreading documents before publication. Strong Microsoft Office Suite skills, especially Word and Excel, are required. The ability to work under tight deadlines and to juggle many projects at once is a must. A bachelor's degree and three to five years of experience in a technical environment are preferred. *Location: Framingham MA*
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Program Director, New Business Economy (IDC)
Seeking a Director Business Models for the New Economy. This position is responsible for building a new research area within IDC's hardware channels research division, focusing on case studies of businesses in transition. The successful candidate will drive this area of research, seeking out the companies to profile and study and provide guidance to the clients on transitioning their existing business models. Candidates appropriate for this position must have strong business experience as well as strong verbal and written skills. *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Program Manager, Telecom (IDC)
The Program Manager Candidate will be responsible for leading IDC Latin America's development of its telecom consulting program. The candidate must have 5+ years of experience in telecommunications research and 5+ years of experience in working with the Latin American region. A broad knowledge of telecommunications and Internet technologies is needed as consulting engagements vary in their coverage based on client needs and frequently touch upon both areas. Also, the candidate must have a clear knowledge of all aspects of the telecommunications market including: local market players, new technology development, infrastructure build-out trends, channel structure, etc. Beyond the above requirements, the candidate must have strong writing, speaking, and analysis. The ideal candidate will be fluent in English and either Spanish or Portuguese. This position is based in Miami, FL. *Location: Miami FL*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Research Analyst, Global Research Organization (IDC)
IDC is seeking a Research Analyst who will be part of a small, fast-paced, collaborative team that conducts primary market research on IT in support of various ongoing research programs. The successful candidate will have familiarity with most phases of a primary research study (project conception, instrument design, field management and data analysis) and have an interest in developing greater skills in all phases. Good communication and customer service skills, the ability to manage multiple projects simultaneously, familiarity with SPSS and prior academic study of research techniques are required. *Location: Framingham MA*
Contact: G. Lawrence, Fax: 508-935-4432, Phone: 508-935-4137, Email: glawrence@idc.com

Research Analyst, Internet Security (IDC)
The Worldwide Software Research Group seeks a motivated Senior Research Analyst to grow the Internet Security Program. Responsibilities will include conducting primary and secondary research; writing research deliverables; building relationships with clients, prospects and vendors; responding to client inquiries; supporting and managing custom consulting projects; managing the program P&L; and contributing to future development and growth of the program through activities in the areas of sales and research planning. This is a high-profile position in which the successful candidate will have frequent contact with the press, Wall Street firms and senior industry software executives. Qualified individuals will have strong writing, analytical and quantitative skills as well as the ability to demonstrate initiative and balance multiple roles simultaneously. Good to excellent client relationship and presentation skills are also required. Knowledge of security issues such as Public Key Infrastructure (PKI), Certificate Authority (CA), or Intrusion Detection Systems (IDS) is preferred. *Location: Framingham MA*
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Research Analyst, Telecom Research Group (IDC)
IDC is currently looking for an analyst to research, and write reports on Web Hosting Service Providers and related areas including Collocation, Content Distribution and Streaming Media. This role will also be responsible for analyzing the strategies of major service providers in these sectors, including the production of market size and forecasts and providing inquiry service and general sales support to Web Hosting clients. Some knowledge and experience analyzing the Telecom, Web Hosting and Internet service providers is essential. Other required qualifications are strong writing skills and knowledge of database management software such as Microsoft Excel. BA in Liberal Arts or Engineering required. MA/MBA preferred. *Location: New York NY, Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Sr. Research Analyst, Global Research Organization (IDC)
IDC is placing increasing importance on Web-based panel research and needs a Senior Research Analyst to champion the cause. This includes working with IDCers and contractors on recruiting targeted respondents into the ePanels, retaining them by building a sense of community and importance, and working with program analysts to leverage the ePanels for research. Additionally. this individual will work on expanding current ePanels internationally and will participate in proposed new ePanel launches. He or she will also work with IDC contractors to ensure that the Web sites are appealing, easy to use, and contain up-to-date information.
Location: Framingham MA
Contact: G. Lawrence, Fax: 508-935-4432, Phone: 508-935-4137, Email: glawrence@idc.com

Sr. Research Analyst, U.S. Quarterly P.C. Data Tracking (IDC)
As a research analyst within the US Quarterly PC Tracker program, you will carry primary responsibility for establishing IDC's quarterly quantitative view of the U.S. PC market. This involves quarterly data collection (vendor interviews, reviewing primary studies, cooperating with other research groups), collation (making sense of the above-listed data and resources) and reconciliation (sorting out different views to create the official vision). This position works closely with IDC's WW Quarterly PC Tracker team. The research created in this position is used as IDC's core for PC market shares, market forecasts, market sizing and other critical quantitative analysis. The position will also involve external communications to press, IDC clients (vendors, Wall Street firms) and industry forums with regard to key market statistics, competitive analysis and global market trends. Possible contribution to consulting and other special research projects. *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Customer Service Representative (IDC)
This is a permanent full time position located in busy sales office (Mt. View, CA). Responsibilities include supporting multiple full time sales people with proposal generation, proposal follow up and other customer service functions. Heavy client interaction and excellent telephone skills are a must for this position. Ability to multi-task is also a must for this position. Position requires strong PC skills including proficiency in Word and Excel. *Location: Mountain View CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Sales Manager, Latin America IT Sales (IDC)
The Sales Manager, Latin America IT Sales is responsible for assisting the L.A. Sales Director with growing the six top IT accounts for IDC Latin America (Dell, Compaq, HP, IBM, Microsoft and Oracle). At least 5-8 years of previous sales experience is required. Spanish or Portuguese fluency is a must. Knowledge of Microsoft Windows, Excel, PowerPoint and Lotus Notes is preferred. Experience working in the IT or Telecom field is required. MBA is preferred. *Location: Miami FL*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Sr. Account Executive, eCommercial Sales (IDC)
The Sr. Account Executive will be responsible for calling on Global Commercial 2000 companies in the following industries: financial (brokerage, banks, insurance), industrial, manufacturing and retail. Targets will include both technology adopters and eCommerce focused clients and prospects to maintain and grow base of these clients in their respective industries. The SAE will be responsible for developing new business within these industries. Prior experience selling market research, technology hardware & software, or services solutions to the CIO, CEO, VP level is a plus. In addition, experience selling solutions for both internal IT issues as well as external B to B markets is helpful. Proficiency in territory management skills and sales automation tools (Notes, Excel, Word, Powerpoint) and at least 3 years of outside sales experience is necessary. BA/BS preferred. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

IDCNet Product Manager (IDC)
Join a small but growing team of internet professionals in taking our private web site (IDCNet) to the next level. This position has overall responsibility for the design, navigation, features, look and feel, usability and measurement for IDC's extranet (IDCNet). The Product Manager for IDCNet will drive short-and long-term sales opportunities through product marketing communication programs, sales support, and direct customer interaction. Product management experience (2+ years) at a software, networking, or systems company is required. Experience with Internet-based products and markets and a high degree of technical understanding with the ability to learn quickly, think creatively are also require and demonstrate strong communication, presentation and writing skills are required. The ideal candidate will also have demonstrated experience in implementing business objectives through web design and measuring program effectiveness. *Location: Framingham MA*
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Inside IDC Product Manager (IDC)
This position has overall responsibility for the design, navigation, features, look and feel, usability, measurement, and content production for IDC's employee Intranet. The Inside IDC product manager will work closely with the Inside IDC steering committee to define the product roadmap and version goals for IDC's Intranet. The Inside IDC Product Manager will also work closely with employees who contribute content and design web pages, as well as the technologists who build the infrastructure. Content for the Intranet will be gathered by leveraging resources from IDC employees worldwide at corporate, regional and country offices. The Inside IDC product manager will also be responsible for keeping the worldwide IDC community informed about the Intranet, its uses and capabilities. The successful candidate will have excellent communication, organization, and project management skills. Technical proficiency with Web content management systems is also required. *Location: Framingham MA*
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Vice President, Interactive Products & Services (IDC)
Reporting to the CIO, the VP for IP&S will drive the overall strategy for IDC's private and public websites. Responsible for the development, communication, and implementation of an interactive products strategy that is aligned with the business objectives. This includes the continued delivery of research and information to customers and prospects via the Web, Notes, and Intranet vehicles. Individual must possess excellent management skills and have a demonstrated ability to build a team and foster teamwork. Responsible for managing the product management, website content development, technical customer support and business operations with the ultimate goal of increased customer (internal and external) satisfaction and continually improving the ease of access and use of all of IDC's interactive offerings. Responsible for managing the Interactive Products and services budget. BS/BA degree, preferably in information technology or related field. Minimum of five years experience with interactive products; at least two years with worldwide web or Internet. *Location: Framingham MA*
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Manufacturing Assistant (IDG Books Worldwide)
Responsibilities of the Manufacturing Assistant include all administrative tasks including coordination and tracking of department schedule, filing, data entry, invoice tracking, and special projects. Must be a self-starter and able to work independently with strong project management skills. The candidate must be a bright, enthusiastic team player who has the ability to multi-task in a fast-paced environment. Strong PC skills (Word, Excel, Outlook) and 2+ years of related experience. *Location: New York NY*
Contact: J. Meyers, Fax: 212-884-5547, Email: nyjobs@idgbooks.com

Receptionist (IDG Executive Forums)
IDG Executive Forums has earned its reputation as a world leader in providing access for senior executives to the information, people and knowledge that they need to chart their companies' futures and to succeed in the world's most rapidly changing industry. Through our premier offerings of executive conferences, focused newsletters and online resources, IDG Executive Forums provides insight, opinion analyses and networking opportunities for the industry elite to connect with the people, products and ideas that are critical to business and technology development. IDG Executive Forums is seeking a receptionist to fill a temp to perm position. The responsibilities include: Open and close the office. Unlock/lock all doors; bring in newspapers; change voice mail to reflect office hours; make coffee; change date on mail machine; run FedEx reports. Answer main line for IDGEF; act as backup to answer registration 800 number; maintain the appearance of the front office; greet visitors. Manage conference room schedule; receive & ship packages; distribute mail & faxes; take mail to mailroom; maintain company phone list; keep kitchen supplies stocked; maintain office supply cabinet. Light administrative duties as required. *Location: San Mateo CA*
Contact: T. Whitehair, Fax: 650-312-0547, Phone: 650-312-0594, Email: teri_whitehair@idgconferences.com

IDG Global Solutions Interactive Manager (IDG Global Solutions)
IDG Global Solutions helps the industry's leading IT companies build international brand recognition by developing globally integrated marketing programs via IDG's print, online and exposition products worldwide. We have two positions available, one based on the East Coast and one on the West Coast and will report to the Director of Business Development who is based in Florida. We are looking for candidates with a solid sales background who will be responsible for presales (prospecting, qualifying leads), sales, and post sales service exclusively for international IDG online business. Will work with US based clients and will handle a portfolio of 250 IDG sites worldwide. Must be a quick learner (interactive training will be provided) who is motivated by new challenges, can work independently and also be a team player. Requires 2-3 years related sales experience. *Location: East Coast, West Coast*
Contact: E. Intriago, Fax: 305-468-7982, Phone: 305-477-9004, Email: elba_intriago@idg.com

Advertising Sales Director-West Coast (InfoWorld)
The InfoWorld Ad Director for the Western Region, is one of the primary drivers of IFW's print, on-line, and conference sponsorship sales strategy, execution and ultimate revenue growth. Through effective leadership you are responsible for attracting and developing a sales team that is rock solid in the customer oriented sales fundamentals of direction, quality, and quantity of sales effort. You will also be instrumental in building InfoWorld's presence and reputation among clients within the Western Region and for motivating and inspiring your staff to do likewise. Finally, you are an InfoWorld leader and problem solver, setting the right example for competitiveness, energy and positive attitude both inside and outside the organization. *Location: San Mateo CA*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

District Sales Manager (InfoWorld)
InfoWorld, the award winning Tech Smart, Business Savvy news publication, seeks highly motivated, risk oriented and accomplished West Coast District Sales Manager to join the sales team. Based in San Mateo, California, you will execute InfoWorld's ad sales strategy in an enthusiastic and highly assertive manner. You will create & develop new accounts, and grow existing accounts by selling all of InfoWorld's on-line, print and sponsorship product offerings. The ideal candidate must be a highly effective communicator and negotiator with 3 + years proven track record of customer oriented selling success and great reputation among advertising decision makers. A passion for learning fused with an orientation toward technology and business are "musts". *Location: San Mateo CA*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

District Sales Manager (InfoWorld)
We are seeking a highly motivated, risk oriented and accomplished sales professional to create a strong InfoWorld presence in the Northeastern markets. Based in Paramus, New Jersey, you will create and develop new accounts and grow existing accounts by selling all of InfoWorld's on-line, print, and sponsorship product offerings. Ideal candidate must be a highly communicator and negotiator with proven track record of customer oriented selling success and great reputation among advertising decision-makers. An orientation toward technology and business, and passion for learning are "musts". *Location: Paramus NJ*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

Executive Assistant to CEO (Industry Standard)
The Industry Standard is seeking a highly motivated and detail-oriented team player to provide high level administrative support to the CEO of The Industry Standard. This is a take charge position. The position requires frequent interaction with all members within the Company as well as customers, vendors and other business relations. Some travel required. Duties include general administration support for Office of the CEO, including maintaining the CEO's calendar and contact database, tracking expenses and expense reports, coordinating with corporate headquarters and Senior Management. Candidates should be extremely organized, proactive and persistent in follow up. Individual must possess strong computer skills in various applications: word processing, database, spreadsheet, etc. This person should also possess strong administrative and interpersonal skills. Must be able and willing to work independently or within groups depending on the project and handle multiple tasks simultaneously while producing high-quality, high-quantity work. Experience working with busy executives highly preferred. Position will report directly to the Chief of Staff. This is a busy, visible position with a lot of room for growth. *Location: San Francisco CA*
Contact: T. Lin, Fax: 415-733-5401, Phone: 415-733-5485, Email: tommyl@thestandard.com

Design Director (ITworld.com)
ITworld.com seeks an experienced Design Director to lead the next generation design and navigation of the leading portal serving the specific information needs of IT professionals. Candidate will oversee the overall design of several Web sites in the ITworld.com network all aimed at computing professionals. The candidate will be responsible for the look and feel of these Web sites and as such, experience with user interface and navigation is desired. Position is also responsible for managing, motivating and developing a design staff. Candidate should have at least 8-10 years design experience with at least 3+ years in Web Design. Skills must include a firm knowledge of HTML and other Web related technologies, ability to work in Web design tools, and the ability to work with our Technology department to translate designs into actual pages. Familiarity with Vignette Story Server a plus.
Location: Southborough MA
Contact: J. Davidson, Fax: 508-269-2964, Phone: 508-303-9788, Email: Jeff_Davidson@ITworld.com

Vice President of Technology (ITworld.com)
ITworld.com seeks a seasoned V.P. of Technology to provide strategic vision and daily hands-on direction for our company's business. Position will oversee all aspects of engineering, production and systems operations. Overall responsibility for the technical implementation and direction of multiple websites and teams that develop them, including the technical design, architecture, implementation and addition of new products and features. Required technical skills: C/C++, Java, Perl, SQL, Oracle 8 and strong Unix Shell level programming, Exposure to scripting languages (Tcl, Javascript), ASP, JSP, html, xml, Vignette. Preferred Skills: Oracle, MS-SQL Server, development/porting/installation/configuration in a UNIX environment. Developing online applications on multi-platforms, distributed programming, Client/Server, CORBA and experience developing with Apache. Extensive exp. with UNIX, Solaris exp. preferred. Expertise with network security and firewalls needed. Strong exp. with web server software (Apache) with a strong understanding of NIS+, DNS, Internet, IP and routing concepts required. Exposure to scripting languages (Tcl, Javascript), databases (SQL, Web Enabled Database), graphic tools (Photoshop, Illustrator), editors (Emac, BBedit, Homesite, etc). Past experience should include: developing web sites with the following characteristics: high volume, encrypted data storage and transfer, membership authentication, and integration with legacy systems. Fluent in web publishing technologies. B.A. degree with at least 3 years of experience with the web; at least 8-12 years of mgmt exp. *Location: Southborough MA*
Contact: K. McIsaac, Fax: 508-303-9788, Phone: 508-393-6377, Email: kristen_mcisaac@itworld.com

Chief Information Officer (Mac Publishing)
Mac Publishing is seeking a CIO to establishes and directs the strategic long term goals, policies and procedures for the information technology department and to determine company's long-term systems needs and hardware acquisitions to accomplish the organization's business objectives. Requires a bachelor's degree with at least 10 year of experience in the information technology field. Reports to CEO. *Location: San Francisco CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

Fulfillment Services Coordinator (Network World)
Network World's fast-growing Seminars & Events group is looking for a Fulfillment Services Coordinator to be responsible for daily management of registration processes for ten to twelve events per year. Responsibilities include maintaining and updating the inquiry database, data entry, database clean up and tracking and reporting weekly event attendee counts. In this position you will also be responsible for organizing and managing our confirmation process. Along with corresponding fulfillment including mailing invoices, kit sales and processing credit cards. Ideal candidate will be a detail-oriented, self-starter with a positive attitude and excellent organization skills. The ability to handle multiple tasks, and work in a deadline driven, team oriented environment is essential. Some travel is required. *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: eprice@nww.com

Business Services Coordinator (Network World)
The primary area of responsibility for this position is to support Mail Room services for Network World and ITWorld.com. This includes sorting and distributing all incoming mail and packages as well as interoffice mail. In addition you will provide courier service between other IDG companies and work on special projects in the Business Services Department. This position involves a high degree of customer interaction and requires extraordinary customer service skills, the ability to use postage meters, and overnight packaging systems. A current, valid driver's license, and a good driving record are required. The ability to lift in excess of 50 lbs is an essential function of this position. Computer skills are a plus! *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: eprice@nww.com

On-Line Account Executive (Network World)

Network World is looking for an Account Executive to join our On-Line Fusion Team. Individual will work with the Fusion Group Sales Manager and NWW print sales staff to increase advertising sales revenue for Network World Fusion. Major responsibilities will include handling Rfp's, developing relationships with existing and prospective customers, sales call follow-up, interfacing with Ad Operations, and presentation preparation. The ideal candidate should have some sales experience, be highly organized, work independently and have strong computer skills with the ability to handle and follow through with a variety of projects required. *Location: San Mateo CA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: eprice@nww.com

Senior Tax Accountant (IDG Corporate Support Group)

IDG's Corporate Support Group is searching for a Senior Tax Accountant to join the tax team. The individual in this position will be responsible for the preparation of the consolidated federal and state income tax returns as well as sales tax and other miscellaneous tax returns. This position will assist in the year end tax provision for the company's financial statement audit and contribute to ongoing tax planning and research projects. Candidate will also have the opportunity to assist with the federal, state income, and state sales tax audits. This is a fast paced, busy environment with the opportunity to gain exposure to the different areas of tax. Candidates must be detail oriented with the ability to stay focused in an area of constant change. A Bachelor's degree is required; an accounting background is a plus. *Location: Framingham MA*
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-988-6832, Email: christine_moloney@idg.com

JobUniverse participants

Current JobUniverse partner country sites:

Austria
www.jobuniverse.at

Belgium
www.jobuniverse.be

Canada
www.jobuniverse.ca

Denmark
www.jobworld.dk

France
www.jobuniverse.fr

Germany
www.jobuniverse.de

The Netherlands
www.jobspot.nl

New Zealand
www.jobuniverse.nz

Norway
www.jobuniverse.no

Spain
www.jobuniverse.es

Sweden
www.jobuniverse.se

U.K.
www.computerweekly.com

U.S.
www.ITcareers.com

JobUniverse

continued from page 1

JobUniverse will offer the following features:
- An intelligent database capable of matching job hunters with appropriate jobs in different countries.
- Both a job seeker database and a recruiter database and a matching capability between the two.
- Job alerts deliverable through a variety of media, including e-mail, personal digital assistants, mobile phones with wireless-application protocol.

Editorial content on the portal site covers such topics as the following:
- Detailed descriptions of all the countries in which JobUniverse offers jobs, including history, political system, salary information for specific regions and cities, local job regulations, and tips on relocation.
- Worldwide job salary survey, broken out into country, region, city, as well as type of industry.
- Forums where job seekers can ask questions of and get answers from leading corporate human resources directors and personnel agency managers.
- Tips on writing resumes and cover letters and handling job interviews.

> *"We want to make participation in the JobUniverse family free. Any IDG business unit or individual publication that wants to participate may certify as a member of the network."*
>
> *— Ralph Peter Rauchfuss*

The portal site currently operates only in English, but Rauchfuss said it will be multilingual. "We will start with French and German and hope to add Spanish and Portuguese soon," he said. "With our new coding and database we will be able to handle every language."

Job listings will not be available in the various languages. The jobs will always be on their local site in their local language, but the headers and key words of the jobs will be automatically translated in English to make them searchable from the portal site. Only the editorial content on the portal site will be multilingual.

JobUniverse in Germany will provide the recruitment-site software to interested international IDG business units and maintain the supersite that consolidates all the local data in one global search engine. Rauchfuss said that while there had been "some expenses for setting up and maintaining the service and for data exchange to the portal site that might have prevented some [business units] from joining the network in the past," there are now no set-up or monthly licensing charges.

"We want to make participation in the JobUniverse family free," Rauchfuss said. "Any IDG business unit or individual publication that wants to participate may certify as a member of the network." Certification criteria are the following:
- A commitment to promoting JobUniverse at IT shows, conferences and seminars.
- Providing regular monthly reports of page views, impressions and number of local jobs posted.
- Advertising the local JobUniverse site in available IDG publications.

JobUniverse currently runs listings from 13 partner countries (see sidebar at left) and Rauchfuss said he hopes to add at least one country per month to the system.

Rauchfuss said he expects traffic to be driven to the individual country sites by three things: the unique content on the portal site, such as salary comparisons and regulations for working in foreign countries; valuable content on the local sites; and IDG's global marketing and public relations skills.

According to June figures, the portal site drew 36,654 page views, with the German and French sites recording the most local pages views with 249,393 and 146,298, respectively.

According to Rauchfuss, there are many ways for JobUniverse to bring in revenue. The recruitment portal will run advertising banners, buttons and microsites by individual sponsors, and Rauchfuss said he believes revenues could be split according to individual site contributions to the main site. Also, he said international firms such as IBM or Cisco could use JobUniverse as their global job recruiting medium. JobUniverse would deliver their local job offers to the appropriate JobUniverse sites and revenue split accordingly.

Ad sales for the main JobUniverse site will be coordinated by IDG Global Solutions' London office's online sales team, including Sales Director **Kumaran Ramanthan**, Senior Sales Manager **Douglas Wavamunno** and Sales Assistant **Dominic Child**. Local sites maintain their own sales organizations.

The JobUniverse staff in the Munich home office consists of **Michael Freter**, chief operating officer; **Gerd Mittmann**, JobUniverse product champion and director of the global product support center for JobUniverse; **Nicola Krapohl**, marketing manager; and **Silke Wintermantel**, project manager.

For more information contact Ralph Peter Rauchfuss at ralph_peter_rauchfuss@idg.com or Gerd Mittmann at gmittmann@computerwoche.de.

Global Web Support Center offers JobUniverse tools

More information about JobUniverse can also be found at IDG's Global Web Support Center, which hosts Job Universe's intranet microsite and provides registered IDG business units with Job Universe-related online development tools and contacts. Register at www.supportcenter.com.

people

noteworthy

IDG WORLD UPDATE

Vance

IDG WORLD UPDATE

Marrin

IDG WORLD UPDATE

Stutsman

IDG WORLD UPDATE

Mack

Amolat

IDG WORLD UPDATE

Dodge

Promotions

Michelle Obrda, formerly associate analyst with the IDC Access Group, has been promoted to research analyst. "Since Michelle began her career with IDC in March 1999, she has developed strong customer support skills, a wide knowledge of IDC's product offerings and built great relationships with the IDC analyst community," said Manager, IDC Access Group, **Garry Vlass**. "Michelle spearheaded our first-ever customer satisfaction survey which has allowed the entire IDC Access Group to better understand and service our unique customer base. Also, she has consistently kept a 95% renewal rate and has worked with sales to increase overall IDC contract value with the accounts that she manages."

New employees

Ashlee Vance has signed on as a U.S. correspondent in the IDG News Service's San Francisco bureau. A recent graduate of Pomona College in Claremont, Calif., with a B.A. in philosophy, he freelanced for *Information Week* while in college. Ashlee is an avid reader and tennis player; he was a member of Pomona's Top 10 nationally ranked Division 3 team.

Online Copy Editor **Sue Voelkel** comes to Mac Publishing L.L.C. from Third Age Media, Inc., where she was a copy editor. She graduated from Virginia Tech with a B.S. in forestry. Outside the office she does "a little of this, a little of that. I even knit! I planted some basil and not only did it grow, but it's still alive. But I spend most of my time dodging traffic in San Francisco."

IDG Games Media Group has hired **John Marrin** as senior editor. He was previously an editor with *ComputerShopper* and a senior editor with CNet. He holds a B.A. in English from Colgate University in Hamilton, N.Y. and likes to fish, ski and backpack.

Southwest Sales Manager **Michelle Stutsman** comes to IDG Games Media Group from CMP Media, where she worked as the Northern California sales representative for the 3D Group. She graduated from DePauw University in Greencastle, Ind., with a B.A. in French and likes to travel and play tennis.

Shakay Lincoln Mack has been hired by IDG Communications in San Francisco as a sales and marketing associate. Previously a sales and promotions representative with R.J. Reynolds, Inc., she earned a B.S. in business administration and marketing with a minor in art history from California State University/Chico. Away from the office she enjoys snow skiing, snowboarding and golf.

Previously a regional sales manager with Cox Target Media, **Kelly Mahoney** is now an account manager in *Computerworld*'s San Mateo, Calif., office. She earned a B.S. in business administration with a minor in psychology from Plymouth State College in Plymouth, N.H., and enjoys traveling and working out.

IDC's Framingham office has hired **Jun Pete (JP) Amolat** as an associate analyst in its Access Group. He comes from John Hancock's Progressive Asset Management and Independence Investments where he was an investments intern. He majored in entrepreneurship/investments at Babson College in Wellesley, Mass., where he founded an undergraduate Asian Business Club and an a cappella choir. He enjoys kayaking, scuba diving, table tennis and producing house music.

A recent graduate of Wellesley College with a B.A. in mathematics and a minor in German, **Catherine Dodge** has been hired by IDC as an inquiry analyst. Away from her desk she volunteers with Massachusetts NARAL (National Abortion and Reproductive Rights Action League) and likes to hike and read German literature.

After three weeks of temporary work there, **Teresa Hiatt** is the new sales associate in InfoWorld's Bellevue, Wash., office. She was previously a special events coordinator with Washington Mutual bank. A high school and "school of hard knocks" graduate, she enjoys aerobics, working with children and crafts. She recently signed up to do a two-week missionary trip in Peru in 2001.

After 19 years at *The Los Angeles Times* where he was a staff writer and columnist **Scott Harris** joins *The Industry Standard* as a senior writer. He holds a B.A. in communications from California State University/Fullerton.

Previously a Mac Guru with Independent Printing Co., **Michele Corum** is now "Mac Goddess" with *The Industry Standard*. She earned a B.A. in radio broadcasting from Eastern New Mexico University, runs a 450-plus member single Catholic group in San Francisco's East Bay and taught her teenage son to drive "without turning my hair grey!"

Larry Kelly is the new database communications director at Standard Media International, publisher of *The Industry Standard*. He previously worked as senior database marketing manager with PlanetRx.com and holds a B.S. in business from San Francisco State University and a marketing M.B.A. from the University of San Francisco. In his off hours he enjoys tennis and running.

Transfers

Polly Traylor moves from her role as *CIO* senior writer to one as senior editor with *The Industry Standard*. She holds a B.A. in English from the University of California/Santa Barbara and an M.A. in journalism from American University in Washington, D.C. She participates in outdoor sports such as hiking, running, skiing and biking.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Shirley Day-Kohn *IDG Germany*

22
Karl Heinz Zimmermann *IDG Germany*
Zvonimir Lepusa *IDG Germany*

18
Saiman Hui *IDG*

17
Bengt Marnfeldt *IDG Sweden*

14
Debra Brown *IDC*
Chris Cuoco *Computerworld*

12
Marlene Tobias *PC World*
Philippa Grattan *IDG New Zealand*

11
Josef Gruber *IDG Germany*

10
Lisa Wallace *Computerworld*

9
Andrew Mattus IV *InfoWorld*
Annika Larsson *IDG Sweden*
Carol Johnstone *Mac Publishing*

8
Pauline White *Laurentian Technomedia*
Michael Wallace *IDC*

7
Michele Peoples *IDG Communications*
Patrick Pilcher *IDC New Zealand*

6
Kristine Equihua *IDG Communications*
Sara Goessi *IDG New Zealand*
Hakan Ogelid *IDG Sweden*

5
Korie Pelka *IDG Books*
Jeff Kuta *PC World*
Keith Kmetz *IDC*
Jessica Davis *InfoWorld*
Brooks Talley *InfoWorld*
Tony Stagnitta *IDG Australia*
Margaret Green *Mac Publishing*

4
Rebecca Cremonese *IDG Books*
Michael Roney *IDG Books*
Brian Kukowski *IDG*
Melissa Gruber *PC World*
James Walker *Macworld U.K.*
Gunnar Andersson *IDG Sweden*
Hiroko Ito *IDG Japan*
Ricardo Sandoval *Mac Publishing*

3
Jill Alexander *IDG Books*
Kyle Looper *IDG Books*
Steven Arany *IDG Books*
Stephanie Roy *CXO Media*
Karen Silver *PC World*
Jay Yun *IDG Hong Kong*
Jan Ohlund *IDG Sweden*

2
Julia Trippetti *IDG Books*
Lisa Viglione *IDG Books*
Tara Welsh *Laurentian Technomedia*
Kathleen Carr *CXO Media*
Lorraine Oliveri *IDC*
Thomas Kiersted *IDC*
Jenny Andersson *IDG Sweden*
David Lindhe *IDG Sweden*

1
Lynn Standafer *IDG Books*
Rudy Mendoza *IDG Books*
Tracy Oliver *IDG Books*
Karl Brandt *IDG Books*
Dayna Offutt *IDG Books*
Margaret Cejas *PC World Latin America*
Laurie Parsons *IDG*
Laura Rohde *IDG News Service*
Donna Monahan *IDC*
Hoang Nguyen *IDC*
Pooneh Fooladi *IDC*
Bill Burgin *FCW Government Technology Group*
Jeffrey Alonzo *InfoWorld*
GiGi Cheung *IDG Hong Kong*
Peer Jensen *IDG Denmark*

Executive Q&A

continued from page 3

January-July, while CNet's fell 21%.

The moral of the story is the irony of companies using a highly suspect, proven inaccurate, system of estimation for a medium that touts accountability and trackability as its unique strength. These numbers have become important to Wall Street, hence the frequent press releases, and that's good if only because it deflects attention from the real work of building more lasting connections with readers in highly specific ways — the kind of work our Web sites are focused on. When these syndicated numbers are inevitably replaced by more sophisticated analysis of audience quality, of brand affinity, of purchase behavior, then our focus on these attributes will be more visible and measurable.

That said, CNet/ZDnet is and will be a healthy and robust competitor, one that will keep us sharper. And we have a long way to go online, both because we are only in the early stages of what will be a long evolution of a new medium, but also because we must be more aggressive as Web opportunities continue to unfold — aggressive in delivering new value to readers and building out true decision support systems, particularly internationally, where IDG has great advantages but little time to be complacent. We also have opportunities to use the new medium to create new brands, like tecchannel.de in Germany, providing highly technical content most efficiently delivered online, and ITworld.com, providing more services like careers, Web-casting and forums for our IT audiences. There is lots to do, and our model depends on the vision, creativity, perseverance and success of each of our managers in aggressively exploiting the opportunities in their market. Your customers, and your readers, expect as much.

There was a time in the late '80s and early '90s — the heyday of the PC movement — when Ziff-Davis, with its trio of PC publications, was perceived as the market leader, and they fostered a culture of arrogance and invincibility. All that's left of that swagger now, of course, is a shell. There are some parallels to this latest movement, the Internet, where CNet has, to some observers, an aura of invincibility. IDG has prospered through each era — through many movements — by having the broadest set of products for the market, not just narrowly focusing on the hot trend of the moment, by always executing globally and by remembering what matters most: the quality of the connection we forge with those who rely on our content to make better decisions, to improve their careers, to improve their lives. It's both simple and timeless: IDG's consistent, steadfast, successful vision of using a full portfolio of information services to help grow the confidence of our customers and the pace of change in our market will be as relevant in the Internet era as it has been in every preceding era.

celebrating 10!

Name
Alexandre Campos de Barros

Home
São Paulo, Brazil

Joined IDG
In 1987 as a diagrammer.

Current title
Art director, coordinating production of *World Telecom* and special publications, such as *Microsoft Business Journal* and *100 maiores de Telecomunicações.*

Best part of your job
When I see the magazine that I produced finished.

I joined IDG because
IDG is like a mother to me.

If you could change one thing about IDG, what would it be?
I think the company should work as a family, where everyone can say what he or she thinks. When I give my opinion, I would like others to listen and then discuss the topic, develop ideas and see if it's worth doing or not.

Best compliment you've ever received on your work?
The 10th anniversary award.

Family
Son, Murillo Rodrigues, 4.

Hobbies
I play saxophone, chess, go shopping, go out with my son.

Favorite Web sites:
News sites UOL (www.uol.com.br) and ZAZ (www.zaz.com.br); Adobe's site for new products, downloadable plug-ins, updated programs, etc. (www.adobe.com).

*IDG Chairman **Pat McGovern** (left) escorted IDG Brazil's **Alexandre Campos de Barros** to dinner at the Intercontinental Restaurant in São Paulo in honor of his 10 years of service to the company.*

Fantasy job
Produce a women's magazine.

As a kid, what did you want to be when you grew up?
Architect

First job out of school
Office boy at Globo, another publisher.

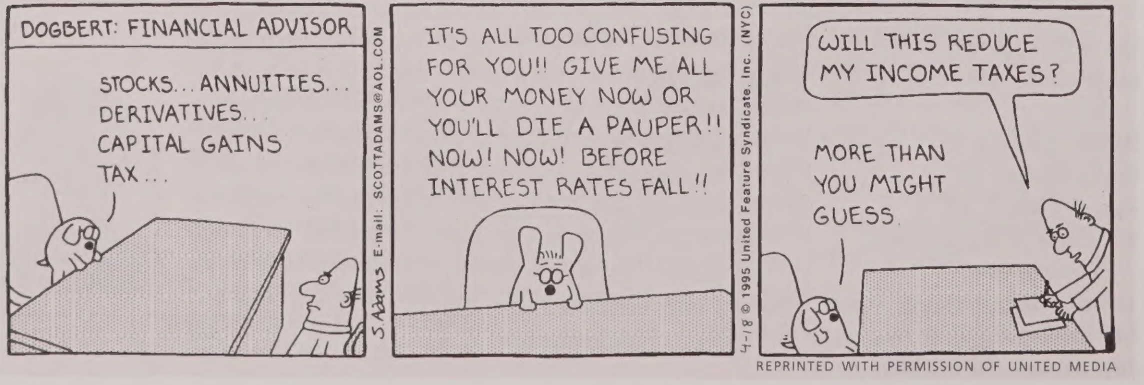
One possession you'd grab if your house were on fire?
My favorite picture album.

If you won the lottery tomorrow, you would
Open a bar near the beach.

Retirement dreams?
Live in the countryside.

Manager's Profile
"Xandon, as he is called by his co-workers, has two key ingredients for an art director: talent and enthusiasm. But best of all is his sense of humor, his good mood, even facing the toughest, challenging tasks.
—*Erivelto Tadeu, editor,* World Telecom

DILBERT® by Scott Adams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and finally

Holidays needed!

As the deadline for the IDG Photo Calendar Contest draws near, the time has come to begin collecting holidays to include in the calendar. We have the U.S. holidays covered but would like to include a wider variety of holidays in other countries.

Please send the official name and exact date of the three or four most important holidays in your country to the editors of *IDG World Update.* We are most interested in learning about holidays on which your office will be closed. Information may be sent via e-mail (world_update@idg.com) or fax: 617-423-0712.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 50 offices in 43 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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WWW.IDGWORLDUPDATE.COM

Computerworld strengthens relationship with SNIA

5-year deal covers co-ownership, -production of conference, white papers, directory

Following on the heels of a one-year agreement with the Storage Networking Industry Association (SNIA) as co-owner and producer of two of that group's Storage Networking World (SNW) conferences, Computerworld has negotiated a five-year, exclusive deal with the association that includes co-ownership and production of two U.S. Storage Networking World conferences per year, a minimum of five SNIA-endorsed white papers per year and a soon-to-be published (September) directory/buyer's guide for the storage industry. Expansion of SNW into Japan is currently being discussed with plans to hold SNW in Europe also under consideration.

> *"There is little doubt that the value-add of an experienced conference management/marketing team contributed to these successful events and to the SNIA's confidence in such a long-term commitment."*
>
> *— Ron Milton*

*Computerworld's **Ron Milton** and Larry Krantz, chairman of the Storage Networking Industry Association, recently sealed a deal extending Computerworld's involvement in the production of the group's semi-annual Storage Networking Conference for five years.*

SNW Spring in Palm Desert, Calif., was a resounding success with the momentum in place for a repeat performance in Orlando, Fla., in October, according to **Ron Milton**, VP and general manager of Computerworld's Enterprise Business Solutions Unit (EBSU).

"All aspects of Storage Networking World Spring 2000 exceeded our already high expectations," said Larry Krantz, SNIA chairman of the board and senior technologist at EMC. "We were not only setting the pace for the industry, we were setting records. A total of 802 attendees joined us from both the vendor and

continued on page 4

PC World Latin America Awards 2000 honor region's star performers

EMERITO PUJOL

*PC World Peru's **Augusto Townsend** (third from left), IDG Global Solutions' **Ney Kruel** (center), IDG International Publishing Services' **David Hill** (second from right), and **Trino Ramos** of PC World Latin America mingle with guests before the gala celebration.*

Miami's elegant Biltmore Hotel provided the backdrop for last month's second annual PC World Latin America Awards, honoring the best products and services in Latin America. Co-sponsored by IDG Global Solutions, the gala event hosted more than 200 guests from the region's biggest IT companies, as well as from up-and-coming firms serving the rapidly growing Latin American market.

"PC World Latin America is committed to the region, and the PC World Latin America Awards 2000 recognizes the efforts of the IT companies that share with us that dedication to the Latin American market. [We honored] companies in categories such as telecommunications, e-business, Internet-related services, and enterprise solutions," said **Trino Ramos**, PC World Latin America publisher.

Among the 21 products and companies collecting

continued on page 4

newsworthy in brief

U.S., European publications log impressive ad sales growth

IDG this month announced record U.S. ad page growth and market share gains for the first half of 2000. In addition, the company announced that ad revenue gains in Europe, Middle East and Africa (EMEA) for the quarter ended March 31, 2000, put IDG's share of ad pages in the region at more than twice that of its nearest competitor, VNU.

According to new data released by Auditor, IDG's U.S. ad pages grew by 49%, more than double that of the market and its nearest competitors. IDG not only outpaced other high-tech media companies, but with 13,872 U.S. ad pages during the first half of the year, IDG's publications attracted more technology advertising pages than *Forbes*, *Fortune*, *Business Week* and *The Wall Street Journal* combined. IDG's 49% growth outpaced the market's 21% gain, and overshadowed declines of 5% for CMP and 4% for Ziff Davis Media. As the single largest tech media company, IDG gained 4 market share percentage points over the same period last year, accounting for 20.9% of all IT ad pages. Conversely, Ziff Davis Media lost 3.9 percentage points of market share, while CMP lost 4.7 points. IDG also increased the total number of advertisers in its publications by 64% over last year.

IDG's growth was boosted most notably by *The Industry Standard*, which grew 448%. Other titles also logged ignificant increases including *CIO*, which grew 53%, and *Network World*, which posted gains of 51%. IDG's June 2000 launch of *Darwin*, with 86 pages of advertising, marked the company's biggest launch issue in two decades.

Meanwhile, IDG's ad revenue gains in EMEA resulted in a 32% share of tech ad pages in the region for the company's second fiscal quarter. VNU, its nearest competitor, has a 15% share, according to recently released data from AC Neilsen MMS.

Representing 28% of all IT advertising expenditures in Europe, the top 50 advertisers in the region, including Microsoft, HP and IBM rely on IDG more than any other media company. IDG publications account for 30% of all ad pages placed by the 50 largest advertisers, again, nearly twice that of the next largest publisher.

IDG's *Network World* product line, which accounts for 34% of all networking publication advertising in Europe, experienced ad page growth of 20% compared to the first quarter of 1999. In particular, Sweden's *Natverk & Kommnikation* experienced a 37% increase in ad pages over the same quarter last year.

IDG's Macintosh-related titles experienced ad-page growth of 33% over the same period last year, accounting for 40% of all Macintosh-related ad pages in the region. Germany's *Macwelt* expanded ad pages by 82% compared to first quarter 1999, and *Macworld U.K.* showed a 23% increase in ad pages for the period.

IDG's Channel publications account for 44% of all European channel advertising. These publications, including *Computer Partner Germany*, *Computer Partner Spain* and *Distributique France* collectively expanded 15% during the quarter. WU

Border line: Fans queue up at Boston bookstore for Bob Metcalfe autograph

SALLY SINCLAIR

IDG VP Technology and InfoWorld columnist ***Bob Metcalfe*** *signs his book for a fan last week at Boston's Borders bookstore.*

"What to make of this ranting gasbag named Metcalfe?" ponders Vint Cerf, senior VP of Internet Architecture at MCI WorldCom, writing for the jacket of IDG VP Technology **Bob Metcalfe**'s newest book, Internet Collapses and Other InfoWorld Punditry. Hundreds turned out to see for themselves last week at a downtown Boston bookstore where Metcalfe spoke and signed copies of his book. The event garnered a great deal of media coverage with reporters from *The Boston Globe*, *The Boston Herald*, *Mass High Tech*, *Improper Bostonian* and many others in attendance.

A collection of some of Metcalfe's more provocative columns and other writings, Internet Collapses was published in May by IDG Books and is currently in its third printing. Each essay is followed by a rebuttal written by such industry notables as John Perry Barlow, Sky Dayton, Steve Jurvetson, John Levine and of course, Cerf. Cerf, by the way, concluded his blurb by encouraging readers to "Turn up the filters, tune in, and listen. You may not like the way he phrases it, but he's actually got some very important things to say, and he isn't afraid to say them." WU

Employee discount

IDG employees may purchase *Internet Collapses* directly from IDG Books and receive the standard 30% employee discount when paying with a credit card. Call 800-762-2974 (callers outside the U.S. should dial 317-572-3993) and identify yourself as an IDG employee using account No. 700991 or send an e-mail to orderservices@idgbooks.com. A shipping and handling charge of $4.50 will be applied to the total order regardless of number of books.

NEWS SERVICE KNOW-HOW

International News Page

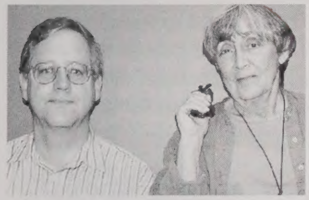
Attention online editors: Have you ever wanted to offer a roundup of news from around the world on your Web site, but don't have the time to scan the IDG News Service and pull off stories from the major regions of the globe? You should know that IDGNS editors have already done the work for you, and the results are available for any IDG site to link to at www.idgnews.net. Every day, News Service editors update the International News page with the top four or five stories from Asia, Europe, Latin America, Africa and North America, and you can place a link to this page directly on your Web site. Note that this mini-site is not password-protected like the main News Service site. Keep on eye on the News Service homepage at www.idgns.com, where we'll shortly be featuring a link to the International Page and an icon for it that we invite you to clip and use on your own page.

Don't have a password for the IDG News Service? Send an email to idgns_password@idg.com. Please address comments and questions to editor in chief **Elizabeth Heichler** (elizabeth_heichler@idg.com). WU

back to basics

primer

Copy editing



Steven Gray and **Barbara Lewis** are senior copy editors at *PC World*. Collectively, they have logged some 40 years in the profession, 20 of them at *PC World*. Part 2 of their column will appear next week.

Terms of the trade

Awk
Popular misconception:
A large flightless seabird that expired from prolonged exposure to bad prose.
Correct usage:
Onomatopoetic shorthand for an awkwardly expressed idea in need of repair.

Bad Wrap
Popular misconception:
Unjustified criticism of supposed shortcomings in copy editors' attitude.
Correct usage:
Excessive space between words in an unusually narrow column of text created by a projecting art element.

Control Editor
Popular misconception:
In a scientific experiment, the editor who doesn't receive the test drug.
Correct usage:
At *PC World*, the developmental editor who acts as a traffic cop for revisions of an article that passes among the author, the higher-level developmental editors ("second editors"), and the copy editors.

Cuts and Fills
Popular misconception:
Culinary steps in preparing stuffed squash.
Correct usage:
The process of fitting text to available page space.

Q What do copy editors do?

BL Our credo: First, do no harm. Then, look for trouble.

By the time an article reaches copy edit, it has been read by the control editor, a second editor and a technical editor. At that point, a copy editor is loosed on the manuscript like a bloodhound to pick up the scent of mangled logic, dangling participles, bungled pronoun/verb agreement, bogus transitions, word flab, ego blab and all other manner of malconstructs, inconsistencies, excesses, stylistic goofs, linguistic gaffes, typos, brainos and the occasional wino.

Copy editors are not the writers' friend. We're their enemy — the enemy of their ignorance, their nearsightedness and their tin ear. But we're here to make them look good. We'll try to exercise self-restraint and leave their inimitable voice intact.

SG I agree. You could also describe us as the first nonspecialist readers of each article. Ostensibly the author is an expert on the story subject, and the in-house control editor typically covers all stories that fall into a particular subject area. In contrast, we act as average *PC World* readers — without subject-specific qualifications — who read the article to see if it makes sense to us. When something in an article seems unclear, trite or superficial, we take the reader's side against the writer, noting inconsistencies, requesting clarifications and suggesting alternative ways of expressing ideas.

A second aspect of our job is to block mistakes from getting into print. Since we spend more time with each story in its late stages than anyone else, we become de facto goalkeepers against errors — particularly errors of consistency, logic and language — that might slip past everyone during earlier stages or might get introduced late in the process.

BL When we make mistakes, and we do, we hear about them. We're visible only when we lapse. If we do our job well, it's hard to point to our contribution. Who's to know how that sentence read at conception?

Q What are the nuts and bolts of your job?

BL We manage the progress of assigned articles through the entire production cycle while maintaining a semblance of sanity, confer civilly with editors to review copyediting decisions and accept rejection stoically. We copy fit Quark layouts when cuts and fills are not extensive and sometimes even when they are if editors are busy with wine tastings. We proofread all sections of the magazine (except ads and the advertiser index).

Here at *PC World*, the copy editors write the Table of Contents entries for the articles they track, and one of us edits the TOC. Another edits the Letters column, while a third writes the Coming Up column each month. We suggest heds and deks at the monthly heds-and-deks meetings. (Final approval comes from the editorial director.)

SG I especially enjoy copy fitting — getting text that runs too short or too long for the available space to fit it perfectly. Doing this in a way that reads seamlessly and doesn't lose any substantial information is a challenge; it's sort of like working on a crossword puzzle.

Q What attributes make a good copy editor?

SG I'd put flexibility and a sense of humor at the top of the list.

BL It helps to be a good speller, a good audience and a good sport. A natural sense of suspicion comes in handy, too. There's always something new and awful to be found if you keep digging. Like the bloodhound, we take joy in finding our quarry.

SG It helps not to care much about money or workplace status. It doesn't hurt to have some confidence in your abilities — at least I think that's what an executive editor (no longer with us, alas) meant when he commended me for my "astonishing arrogance."

BL We know that to be human is to be fallible, and we try to accept our own humanity. But, boy, do we hate it when we screw up. I'll never forget the time when the name of the month disappeared from the spine and I didn't notice.

SG That was the September 1990 issue, wasn't it?

BL Mm.

Q Do you have to review any substantive changes you might make with the author or control editor?

SG Uh, sure... But as our President might ask, how do you define "substantive"? We try to avoid making any changes that alter the factual components of a story — so if you take a narrow view, we don't make substantive changes at all. Instead, we focus on coherence, logical organization, grammatical accuracy, readability...you know, the insubstantial stuff.

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Cooperative approach helps PC World cover Latin American market

For three years PC World Latin America has been covering IT in South and Central America and the Caribbean in a unique cooperative way. Each month, a four-person editorial team at the PC World Latin America home office in Miami prepares approximately 88 pages of core editorial material — 25 pages of original stories with the rest from *PCW* U.S., adapted for the Latin American audience. This core is then distributed to IDG's *PC World* publications in Mexico, Argentina, Peru, Venezuela, Colombia, Ecuador, Chile, Central America and Panama. Each regional *PCW* is responsible for adding local content and arranging the printing of what is usually a 112-page magazine. Ad sales are handled from the Miami office and at the local level.

PC World Latin America

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awards were Dell Computer (Best Desktop Power PC), IBM (Best Notebook), Yahoo! En Espanol (Best Web Search Site), and Terra.com (Best Web Portal and Best Internet Service Provider). Sony's Memory Stick won the new Product of the Year award. Judges for the awards came from the 10 editorial staffs of PC Worlds in the region.

"There are a lot of awards program in our industry, but the PC World Latin America Awards are the only truly regional awards programs in Latin America," said **David Hill**, president of IDG International Publishing Services. "Because the judges are from individual PC Worlds throughout the region, the awards truly do reflect the judgments of the most important IT journalists in Latin America."

"There is a local saying that 'When you honor someone, you honor yourself,'" Ramos said. "IDG is now the most important IT publisher in the region, with nine offices in the most important Latin American countries. IDG's opinion is respected, and these awards recognize the area's best services, as well as IDG's image."

For more information, contact Trino Ramos at trino_ramos@idg.com.

*PCW Latin America's **Trino Ramos** (left) presents an award to Derek Prieto of Dell Computer.*

*PCWLA Managing Editor **Elinet Medina** (right) and Javier Vargas from Adobe Latin America.*

*IDG IPS's **David Hill** presents the award for Product of the Year to Marta Krawczyk of Sony.*

HOTOS BY EMERITO PUJOL

Computerworld

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the IT user community. This is double the number of attendees at October's conference in Seattle."

"There is little doubt that the value-add of an experienced conference management/marketing team contributed to these successful events and to the SNIA's confidence in such a long-term commitment," Milton said. "The strength of *Computerworld*'s brand as well as its reach to IT leaders as attendee targets added credibility and marketing advantages to this initiative — clearly appreciated by the SNIA."

Milton noted that credit for the success of these conferences must be shared with the entire Computerworld team. "The effort requires the skillful planning of a conference agenda and white paper series topics as well as sponsorship packaging that resonate with prospective attendees and sponsors and exhibitors alike. In particular, we had effective marketing support from **Derek Hulitzky** [vice president, marketing] and his group and a great collaborative sales effort between **Leo Leger** [EBSU director, strategic initiatives] and [senior vice president, sales] **Sherry Driscoll-Coleman**'s field sales team."

The burgeoning storage market has provided a unique opportunity and market niche for *Computerworld*. With enhanced networking capabilities allowing storage products to be shared throughout the enterprise, growing demand for current information on storage solutions drove turnout for April's conference, which saw attendance skyrocket 100% from the previous conference and reach maximum capacity. "With attendees and sponsors alike rating the event as a tremendous success, and sponsor rebookings already streaming in, we expect October's conference will be a sold-out event as well," Milton said.

April's event attracted some 20-plus major sponsor/exhibitors and another 20 exhibitors. According to Leger, the group expects more than 30 key sponsors and an additional 25 exhibitors at the upcoming conference and its expo component, with as many as 15 companies participating in the program's Interoperability Lab. Fall SNW will be held Oct. 30-Nov. 1 in Orlando, Fla. Leger noted that this location was the choice of attendees and sponsors at the April event who were surveyed for their preference. It will also complement a focus on attracting European and Asian participants.

For more information, contact Ron Milton at ron_milton@computerworld.com or Leo Leger at leo_leger@computerworld.com.

IDG

Week of August 14, 2000

Marketing Research Intern (CXO Media)

CXO Media's Marketing Research Department is seeking a Research intern to fulfill sales requests, provide client support, and assist in the packaging of research. Reporting to the Senior Research Analyst, responsibilities include: RFP support, market research for marketing and sales, data entry and fact-checking of the sales intranet, and administrative duties. Must be able to work well under pressure, have strong interpersonal skills, and the ability to handle multiple assignments and prioritize requests. A 4 year degree and 2-3 years experience working in the IT industry are desirable. Computer skills are required. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

Reporter (Federal Computer Week)

Highly motivated, energetic individual with a nose for news and a clear, quick writing ability needed to cover a government/technology beat for the print and online editions of Federal Computer Week. At least two years reporting and writing feature and analysis stories required; experience covering government, IT, and/or business preferred. *Location: Falls Church VA*
Contact: C. Vrabel, Fax: 703-876-5089, Phone: 703-876-5057, Email: cvrabel@fcw.com

Group Operations Coordinator (IDC)

The Information Technology group is looking for a Group Operations Coordinator to manage critical group support functions. The functions include purchasing equipment, managing vendor relationships, calculating internal chargebacks, internal group coordination, and general office support. Candidates must have strong Microsoft Office skills (especially Excel), work comfortably in a rapidly changing environment and thoroughly enjoy interpersonal work. The ideal candidate will have strong experience providing group support and be self-directed to identify opportunities for improvement and implement creative solutions. *Location: Framingham MA*
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Jr. Staff Accountant (IDC)

IDC is seeking a motivated Billing Accountant to work in our growing Finance Department. Responsibilities will include processing of monthly domestic and conference billing, processing of Accounts Payable, and assisting with the monthly and year end closings. The ideal candidate should be a fast learner with 2 years accounting/finance experience or sales administrative experience, college level accounting courses, and sound Excel spreadsheet skills. This position offers exposure to different areas of accounting and finance, growth potential, and tuition reimbursement for relevant courses. An Associates Degree in Accounting/Finance or General Business is preferred. Individuals interested in job share as well as full-time arrangements are encouraged to apply. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Systems Administrator (IDC)

As part of a team, you will be partly responsible for the administration and management of IDC's interactive products Web sites. You will have direct responsibility for the daily maintenance and monitoring of these systems. A strong customer service attitude is essential. Experience required includes 3-5 years of systems and network administration in a complex, multi-server, multi-NOS environment. You are expected to be conversant in all systems aspects of IDC's customer Web environments. Extensive NT knowledge, proficiency with UNIX commands and utilities desired, project management, PERL and shell scripting for task automation, VBS and Java skills are a plus. Experience with networked/distributed computing environment concepts, use technical and analytical skills and experience to resolve complex problems. Have experience with LAN, WAN, DNS, FTP and TCP/IP protocols, and version control processes and metholodologies. Solid system/network administration background in installation, configuration, and setup of NT servers. *Location: Framingham MA*
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Marketing Specialist (IDC)

IDC's Global Research Organization (GRO) seeks a talented marketing professional to promote an interesting and fast growing group of programs focused on global research. Responsibilities include collaboration with a team of high profile analysts; the translation of technical and academic ideas into compelling marketing messages; the launch and promotion of individual CIS programs through promotion, press releases, and press relations; lead generation activities such as direct mail and Web marketing campaigns; prospect list management and measurement of all marketing efforts. The ideal candidate for this position will be a dynamic, creative, and very organized professional who enjoys a challenging and fast-paced environment. 3-6 years marketing experience necessary with special emphasis on lead development and promotional activities is desired. *Location: Framingham MA*
Contact: G. Lawrence, Fax: 508-935-4432, Phone: 508-935-4137, Email: glawrence@idc.com

Public Relations Specialist (IDC)

IDC is seeking a public relations specialist to join its strategic marketing and corporate communications team. This individual will be the first point of contact for media professionals looking to speak with/identify appropriate IDC analysts. The specialist will also be responsible for proactive, aggressive placement of IDC analysts and data in top business, consumer, online and broadcast media; developing/executing PR campaigns surrounding IDC corporate and group-specific initiatives; securing press attendance at IDC events; tracking IDC's performance in the media, and creating/updating IDC media materials. The ideal candidate will have a bachelor's degree and 3-5 years technology public relations experience, preferably in a PR agency setting. Strong written/oral communication skills and computer skills, as well as a successful track record working with all types of media, are a must. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Associate Research Analyst, Software (IDC)
The IDC Software Research Group seeks an Associate Research Analyst to work on the Services Supply Chain Vertical Applications Program (including the red-hot market for professional-services automation applications), and work across the Enterprise Applications department in support of supply-side database development and all levels of qualitative supply-side research. Responsibilities will include conducting secondary research; writing research deliverables; building relationships with clients, prospects and vendors; responding to client inquiries; supporting custom consulting projects; and contributing to future development and growth of the program through activities in the areas of sales and research planning. The successful candidate will have frequent contact with the press, and application-industry marketing executives. Qualified individuals will have very strong writing, analytical and quantitative skills as well as the ability to demonstrate initiative and balance multiple roles simultaneously. Excellent client relationship and presentation skills are also required. Knowledge of application technology issues and suppliers, and one year of experience in market research (with vendor or research firm) required. Master's degree in a professional field such as business or international affairs is a major plus.
Location: Framingham MA
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Manager, Partner Sales & Service (IDC)
The Manager, Global Partner Program will be responsible for the recruitment, retention, and sales volume of IDC products sold through partner sales. As needed for the partnership, this position will also either directly or indirectly be responsible for getting content to the partners and establishing any and all necessary electronic storefronts. This position reports directly to the Director, Content & Licensing. *Location: Framingham MA*
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Program Manager/Director, Internet & eCommerce Strategies (IDC)
The Internet & eCommerce Strategies group is looking for a program manager/director to take a leading role in managing our research on the Internet Economy. We are looking for a individual with an entrepreneurial spirit and a track record of analyzing business models for emerging markets. This person will be responsible for managing the research and product development plan for IDC's core Internet program and play an important role in our eBusiness initiatives. Work includes research and product planning, content design, thought leadership, collaborative research with other IDC analysts, consulting, and extensive public speaking at IDC and industry sponsored events. Candidates should have 5+ years experience in Internet or ecommerce related fields. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Research Analyst (IDC)
The Worldwide Software Research Group seeks a motivated Research Analyst to help grow the research in Client Management software. Responsibilities will include conducting primary and secondary research; writing research materials; building relationships with clients, prospects and vendors; responding to client inquiries; assisting with custom consulting projects; and contributing to the future development and growth of the program through activities in the areas of sales and research planning. This is potentially a high-profile position in which the successful candidate will have frequent contact with the press, Wall Street firms and senior industry software executives. Qualified individuals will have strong writing, analytical and quantitative skills as well as the ability to demonstrate initiative and balance multiple roles simultaneously. Good to excellent client relationship and presentation skills are also very desirable. Good familiarity with DOS and Windows, and knowledge of Intel PC software management and configuration issues will be a major plus. *Location: Framingham MA*
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Research Manager, PC & Component Distribution Channels (IDC)
Seeking a Research Manager for the PC and Component Distribution market. This position is an expansion of an existing research area within IDC's hardware channels research division. The focus of this research is on trends in this market, analyzing various go-to-market models and forecasting the channel sales by product segment for both PC and component suppliers, especially in the area of OEM versus reselling models, as well as building demand and brand. The successful candidate will drive this area of research working collaboratively with other IDC analysts including the various channel research segments and technology focused research areas. Candidates appropriate for this position must have strong business experience, a desire to create a solid business as well as strong verbal and written skills. *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Senior Analyst, IT Markets and Strategies (IDC)
IDC is seeking a senior analyst for the IT Markets and Strategies Program in the Global Research Group, which manages several of IDC's highest profile products. These include the IDC Black Book , which rolls up all of IDC's market numbers across 55 countries and over 40 technology categories, the Information Society Index, which analyzes the technology capacity of 55 countries, and The New IT Economy, which analyzes the impact of IT and Internet technology on the global economy. The analyst will need to have strong data analysis and research skills, be able to write quickly and well, and to work as part of a close-knit team that interacts on a daily basis with IDC regional and country offices and with all major IDC technology research groups. The ideal candidate will have experience in or knowledge of the IT industry, training in economics, and sufficient facility with quantitative analysis to support the creation of high-quality, quantitative analysis. *Location: Framingham MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Sr. Analyst, Business Services: Globalization & Localization Services (IDC)
The Worldwide Services Research Group is looking for a dynamic person to assume a Sr. Analyst position with its eGlobalization and Localization Services program. This individual will be responsible for taking a leadership role in following globalization and localization services and solutions companies that are rapidly emerging to assist companies in positioning their web sites and ebusiness initiatives for success in the global marketplace. Responsibilities will include meeting with leading globalization and localization service firms and vendors, interacting with the press and investment firms, building relationships with clients and prospects, conducting and producing research, and building a profitable practice through activities in the areas of sales and marketing. Qualified individuals will possess a Master's degree in a professional field such as business or international affairs, 5-10 years of professional experience, and knowledge of services and marketing issues. The successful candidate must have very strong writing and presentation skills, demonstrate initiative in independently exploring new topics, and be able to balance multiple roles simultaneously. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Senior Recruiter (IDG Communications)
The Human Resources Services Division (HRSD) West is looking for a recruiter to develop and fill the pipelines for key positions at several of IDG's business units. Specific functions will include working with HR Managers and several client groups to define positions, source and qualify candidates and drive the process to conclusion. You will make recommendations with regards to and participate in job fairs, open houses, college recruiting and other networking events. This position will develop a pipeline of qualified candidates and become top notch at selling IDG and its business units to career searchers. Requires 5+ years high tech recruiting experience in hiring sales, technical, editorial, online, marketing and research analyst candidates. A finely tuned understanding of all aspects of recruiting, including proactive use of the internet and utilization of all internal and external sources to locate candidates, strong interpersonal skills, a "can do" approach, and a willingness to work in a high volume, fast paced, ever changing environment a must. Candidates should also have the ability to establish strong working relationships with internal clients and candidates alike, and have demonstrated success recruiting for exempt positions. *Location: San Francisco CA*
Contact: T. Lehane, Fax: 707-996-6582, Phone: 707-939-6903, Email: tish@sonic.net

Brussels Correspondent (IDG News Service)
IDG's daily, international news service seeks an experienced, high-energy journalist to cover the European Union and European technology industry from Brussels. Wide-ranging responsibilities include covering EU IT-related initiatives and legislation as well as industry trade shows, press conferences and other breaking news for the daily wire. The Brussels correspondent is also expected to work with News Service correspondents around the world to develop in-depth stories with uniquely global perspectives. Travel will be required. The ideal candidate has a broad understanding of the IT industry, a command of AP-style news writing and editing, the journalistic range to produce WSJ-quality analytical features, and understands and speaks French. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from handheld computers to mainframe systems and from wireless LANs to global communications networks. Strong computer skills, other languages, and experience using a notebook PC in a remote computing are also a plus. *Location: Brussels Germany*
Contact: E. Heichler, Fax: 617-423-0240, Phone: 617-239-7816, Email: elizabeth_heichler@idg.com

International Account Executive (IDG Global Solutions)
The International Account Executive will work with and support a Director of International Accounts at IDG GS. He/she will be act as a liaison with IDG's international offices, and will be responsible for servicing advertiser needs and ad schedules, prequalifying prospects, and selling current client base advertising into special supplements. The AE will be expected to quotes rates, book advertising with international publications, manage the client database, and provide general administrative support. The environment is fast-paced and requires superb attention to detail, strong organizational skills, excellent phone skills, and a 'can do' client-service attitude. Candidates should have a college degree (or equivalent) and combine exceptional written and verbal communications skills with a demonstrated ability to work independently. Publishing or advertising experience desired, fluency in a second language a definite plus. Proficiency in Word, Excel and Powerpoint required. *Location: Framingham MA*
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-988-6832, Email: christine_moloney@idg.com

Senior Editor (InfoWorld)
INFOWORLD, the award-winning Tech Smart, Business Savvy new publication, seeks a Senior Editor, Opinions. You will edit, develop and manage InfoWorld's pundits; ensure that the columnists' voices are maintained while InfoWorld style & editorial direction is preserved; and will act as a liaison between the columnists and the editorial staff, soliciting columnist contributions on breaking news, discussion forums, and editorial special reports. Requires at least 5 years' editing experience, preferably editing high-tech content & columns, and also be diplomatic, persuasive, and confident. We offer career growth, an excellent benefits package and an opportunity to work with outstanding tech-savvy news professionals. *Location: San Mateo CA*
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: shirley_mcdaniel@infoworld.com

Online Design Director (Mac Publishing)
Online Design Director is responsible for establishing Macworld.com's design vocabulary, enforcing the design specifications across the website, and extrapolating the design rules to apply to the website's expansion. She/he will also establish the production guidelines for site illustrations and website graphics. And, she/he will be responsible for assigning and/or developing site illustration, and will be responsible for establishing, developing and implementing template behavior, including working with design firm, as necessary. She/he will oversee design and template development for Macworld.com and MacBuy.com and will be responsible for meeting proscribed deadlines for site revs. Some supervision of design associates may be required, as well. Qualified candidates will have formal schooling in design and 3-5 years experience doing practical application of graphic design. Previous experience should include: graphic illustration, website design, branding identity. Candidates should know Adobe Photoshop and Illustrator inside and out; they are also expected to know HTML, Debabelizer and Fireworks. *Location: San Francisco CA*
Contact: A. Gore, Fax: 415-243-3644, Phone: 415-243-3603, Email: andy_gore@macworld.com

net.worker (Network World)

Network World is looking for a seasoned professional to head up a new print/online effort focused on the needs of corporate teleworkers. Successful candidate will have three or more years of editing experience, demonstrable writing skills, project management capabilities and knowledge of corporate network technology and small office environments. *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: eprice@nww.com

Sr. Direct Marketing Specialist (Network World)

We are seeking an experienced direct marketing professional to join our expanding Audience Development department. Reporting to the Audience Development Marketing Manager, individual will be responsible for the execution of direct marketing plans for Network World's award-winning website, Network World Fusion (www.nwfusion.com), and its family of email newsletters. Individual will be responsible for building/retaining website traffic as well as generating e-newsletter subscriptions. Qualified candidates will have 4-6 years of direct marketing experience - preferably in a B-to-B, high tech environment. Individual must have strong internet marketing skills plus proven experience with other traditional types of media. Must be able to work under tight deadlines and coordinate multiple projects simultaneously. Strong creative, analytical and communication skills and an energetic attitude also required.
Location: Southborough MA
Contact: M. Brunaccini, Fax: 508-490-6454, Email: hotjobs@nww.com

Advertising Sales-Regional Account Director (Publish)

Self-motivated sales professional with strong history of new business development, top-notch presentations and a tenacity to close deals for print advertising and on-line media. 3-5 years progressive growth in regional or national accounts management for a national magazine or newspaper preferred. *Location: Topsfield MA*
Contact: C. Smith, Fax: 978-887-3177, Phone: 978-887-7900 x105, Email: newjobs@publish.com

Hed and Dek
Popular misconception:
The first two words beginners learn to spell in the Hooked on Phonics program.
Correct usage:
The opening-page title and introductory blurb (usually set in large type) designed to capture readers' interest and draw them into a story.

Match Prints
Popular misconception:
The primary activity of forensics experts down at the crime lab.
Correct usage:
Color proofs on high-quality glossy paper of each page of a magazine article, produced just before the article receives final approval for printing.

Pull Quote
Popular misconception:
To attempt to extract a cogent and thought-provoking statement from a bunch of blather supplied by the author's sources.
Correct usage:
A sentence-length excerpt from a story, blown up to very large font size and used as an independent art element on pages deficient in original art.

Redirect
Popular misconception:
To try multiple times to explain how to do something to a person who can't follow instructions.
Correct usage:
A URL (Web page address) provided in the body of a print or online article, identifying where the reader can go to find a cited article.

Sidebar
Popular misconception:
A low-lying file cabinet reconfigured to hold various bottles, decanters, and snifters.
Correct usage:
A freestanding block of text tangentially related to the main bar (main body) of text in a story.

Stack
Popular misconception:
The smallest practical unit of measure for Bill Gates' pocket cash.
Correct usage:
A visual effect that occurs when two or more consecutive lines on a page end in the same word (this is considered undesirable).

Primer

continued from page 3

BL I still tread carefully around the editor who did not appreciate my unilaterally introducing the term "digital luncheon meat" as an alternative to the umpteenth occurrence of "spam."

SG It's strange that some people who make a career of writing or editing give no evidence of realizing that there are many correct ways to express an idea. It drives me crazy when an author insists on saying something incorrectly on the grounds that a grammatically correct alternative suggested by a copy editor sounds "stuffy" or "stilted." It's like going to a shoe store and refusing to give up the old pair of sneakers you're wearing — the ones with holes in both soles — because the first new pair you looked at was "too fancy." The either/or reasoning here is utterly specious.

Q *PC World* has its own style guide, right? How do you decide what goes into it?

SG The copy editors meet with our managing editor, **Kim Brinson**, once a week, and part of the meeting is devoted to identifying neologisms and style issues that we don't yet have an established, uniform way of handling. It's rare for a discussion of a new style issue to last more than a couple of minutes, and that's because in most cases they aren't very interesting questions. We try to hammer out a consistent policy for dealing with them — and then we adopt a style decision by consensus. I would be alarmed if my colleagues expressed any degree of fervor about minutiae of this sort.

BL One could be paralyzed by the microscopic focus of our discussions: Should the address be in boldface? Should buying information use commas or semicolons between sections? Which cities don't need states listed after them? We rely on the *Chicago Manual of Style* and *Webster's New Collegiate* for official guidance. If neither book answers a style or usage question and the answer isn't intuitive, we hash out the matter as Steven describes. We can always count on Kim to have a reasoned opinion.

Q The two of you work collaboratively. Is your team approach to copy editing typical or rather unusual?

BL Typical if you're accustomed to equity. If he cooks, I clean up, and vice versa. He handles all the musical allusions, literary references, pop culture, ancient Greek and Latin, sports metaphors and facts, history, geography and politics. I handle the dog and rodent references. We have equal custody of the lunacy. It's a workable balance.

SG Well, it's unusual for me. For most of my 15 years in this line of work prior to joining IDG, I followed the disgruntled loner approach to copy editing — just me, the manuscript, some red pencils and a hand-cranked sharpener. At *PC World*, we practice what I believe the Worldwide Wrestling Federation calls a tag-team approach: While one of us gets bludgeoned and slammed to the canvas by a manuscript during a first read, the other stands perky and refreshed, ready to slap hands and start grappling in round 2.

Q Do you do other collaborative work outside *PC World*?

BL Funny you should ask. Steven and I moonlight as construction workers, writing daily online Grammar & Usage Tips for TipWorld — formerly a remote province of the mighty *PC World* empire but now a property of Topica (www.topica.com/tipworld). Here's a sample tip:

> ***Hold the Small Fries***
> *An article about a new computer CPU says, "Orders are coming in from major vendors, not just small fries." Unfortunately, the author in this case doesn't know his fish from his chips. "Small fry" can refer either to recently hatched fishes or to very small adult fishes, according to Webster's. "Small fries" is a side-order size designation at Burger Whiz. The metaphorical small fry the author has (or should have) in mind are the tiny fishes.*

SG We spend one Saturday or Sunday a month cranking out 20 or 30 of these tips. It's remarkable to me how being given a forum for airing our views and possessing no track record of incompetence have conspired to transform us into putative experts — despite our lack of objective credentials.

Q We've heard rumors that the *PC World* Copy Edit department is organized on communistic principles. How do you respond?

SG That's the most ridiculous thing I've ever heard, comrade. It's true that Barbara began sharing her bonus checks for tracking prize-winning articles with all the other copy editors a couple of years ago, reasoning that at least three (and often four) copy editors participate in preparing a prize-winning story for production and arguing that being assigned as tracker for what proves to be a prize-winning article is simply the luck of the draw; it's also true that everyone else in copy has adopted the same approach toward their awards. But appreciating co-workers, acknowledging the input of others and sharing credit for the results of cooperative work is the American way, don't you think?

noteworthy people

Gagnon

Bibace-Smith

Zeliger

Sheehy

Felker

Azar

Promotions

John Gravener has been promoted to associate acquisitions editor from acquisitions coordinator for contracts at IDG Books' Foster City, Calif., office. "John has been supporting several key areas of the IDGB Technology Publishing Program over the past year, including the Visual publishing program, Networking and Certification and General User/Design Professional," said **Walter Bruce**, IDGB vice president and publisher. "John moved to the Bay Area for the fog and rain, as well as to work for a publisher that both offered challenges and opportunity for advancement. In his new role, John will be acquiring titles for Hewlett-Packard Press, Novell Press and several key titles focused on the design professional market."

IDG Books Acquisitions Editor **Steve Hayes** has been promoted to senior acquisitions editor. "Steve has consistently proven to be a total team player and content leader for the Technology Publishing Team," said Walter Bruce, IDGB vice president and publisher. "Over the past two years, Steve has acquired and managed the largest title and revenue responsibility of any acquisitions editor, along with managing productive relationships with key authors. In his new role, Steve will take on the important task of developing our Internet-related publishing plan, which is one of the hottest categories for growth."

IDG Books' **Julie Smith** has been promoted to associate project editor from copy editor for the Non-Branded Networking Editorial group, where she edited over 15 titles. "Julie has written reviews for children's and reference software, book reviews and some short pieces for Chick-Click's Grrl sites," said IDGB Vice President and Publisher Walter Bruce. "Julie has proven herself hard-working, dedicated and able to turn difficult projects into successful ones. She does this with incredible skill, persistence and a weird type of humor."

Colleen Dowling has been promoted from associate project editor to project editor at IDG Books in Foster City, Calif. "Colleen joined IDG Books as an editorial assistant in November, 1997, and her good work and enthusiasm propelled her to the position of associate project editor in April 1999," said Walter Bruce, IDGB vice president and publisher. "Colleen is now working on her masters degree in English and Creative Writing and is a rabid San Francisco Giants fan."

Chris Johnson has been promoted to editorial manager of the General User/Design Professional Technology Editorial Group. "Before joining IDG Books, he worked for McGraw-Hill Lifetime Learning in Washington, D.C., where he managed the development of Web-based training products for the business market," said IDGB Vice President and Publisher Walter Bruce. "Before that he was a founding staff member of the United States Holocaust Memorial Museum, where he worked helping to document the stories of Holocaust survivors and witnesses."

New employees

Most recently a consultant to *Computerworld*, **Ray Gagnon** has signed on as director of IT. He most recently worked as a senior consultant for MarchFirst. Outside the office, Ray is a musician whose talents extend to guitar, piano, drums, bass and more.

Amy Bibace-Smith has joined IDC in Framingham as a senior sales executive. She previously held the same post at EMC's Data-General Division. Amy earned a B.S. in psychology/human development from the University of Massachusetts/Amherst and a graduate certificate from Fitchburg (Mass.) State College in technical writing. She keeps busy with her children's extracurricular activities, going to movies and walking her dogs.

Also at IDC Framingham, Senior Account Executive **Joe Zeliger** is a new member of the Enterprise Group. He was recently regional sales manager for The Info Group. Joe has a B.S. in business administration from Boston University and spends his off hours playing golf when he's not working on his house.

Scott Sheehy has joined IDC in Framingham as an inside sales rep for the Internet e-Commerce Group. Most recently he was the front office training director and control supervisor for the Hyatt Regency Grand Cypress in Orlando, Fla. A graduate of the University of New Hampshire with a B.S. in business, Scott enjoys basketball, golf, and music.

Inquiry Analyst **Nicole Felker** comes to IDC Software division in Framingham from F&N Enterprises in Phoenix, Ariz., where she was an analyst calculating sales goals and operating costs. She is a graduate of Bates College in Lewiston, Maine, where she earned a B.A. in French. She likes such outdoor activities as running, biking, camping and hiking.

Transfers

CXO Media VP of Event Development **Robin Azar** moves to *Network World* as vice president, Events and will manage *Network World*'s seminars, Webcasts, conferences and events. At CXO she was responsible for event development and execution, strategic planning, sponsorship sales and was instrumental in creating new business opportunities, resulting in a 50% increase in CIO events in two years. "Robin brings to this position over 10 years of strategic marketing, research and events management experience in the publishing industry," said **John Gallant**, *Network World* editorial director and executive VP. "She will play a very important role in helping *Network World* continue to expand its successful seminars and events."

Send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

17

Carolyn Medeiros *Computerworld*

15

Hans Weber *IDG Germany*
Susan Miller *FCW Government Technology Group*

13

Deborah Norton-Goldfarb *IDC*

11

Heinrich Vaske *IDG Germany*
Simon Salamon *IDC*

8

Doyle Russell *IDG*

7

Nancy Viens *IDC*

6

tig Seberg-Sørensen *IDG Denmark*
Dwight Ramsey *IDG Books*
Tamara Castleman *IDG Books*
Michael Kelly *IDG Books*
Jennifer Ehrlich *IDG Books*

5

Viviana Esterkin *IDG Argentina*
Simone Tomann *IDG Austria*
Jan Hales *IDG Sweden*
Rayful Ng *IDG Hong Kong*
Allan Homes *FCW Government Technology Group*
Gemma Dietrich *IDC*
Natalie Hollifield *IDG Books*

4

Junya Onuma *IDG Japan*
Joel Åsblom *IDG Sweden*
Curt Sandgren *IDG Sweden*
Shawn King *IDG*

3

Sandra Buckton *IDG Australia*
Tsutomu Kato *IDG Japan*
Kevin Tutt *IDG New Zealand*
Katherine Bull *InfoWorld*
Kristen Pomer *InfoWorld*
Christopher Dawe *IDC*
Jennifer Miller *Laurentian Technomedia*

2

Annika Gunnarsson *IDG Sweden*
Virve Hedenborg *IDG Sweden*
Magnus Ericson *IDG Sweden*
Amy Mizoras *IDC*
Christina Casey *IDC*
Miriam Miranda *IDG*

1

Harvey Sarjant *IDG Global Solutions*
Julie D'Errico *Computerworld*
Mark Hall *Computerworld*
Peter Scott *IDG Australia*
Kouichi Hamada *IDG Japan*
Kerstin Juchem *IDG Germany*
Matthias Toschka *IDG Germany*
Christopher Jakob *IDG Germany*
Thomas Rieske *IDG Germany*
Jonathan Evans *Macworld U.K.*
Robert Rosenthal *IDC*
Brian Hoenig *IDC*
Kalpana Narayanamurthi *PC World*
Mary Zones *PC World*
Annabel How *CW Singapore*
Sandra Edwards *Laurentian Technomedia*
Kimberly Gibbons *IDG Books*
Melinda Taylor-Sutton *IDG Books*
Robin Menikoff *IDG Books*
Wendy Pratt *IDG Books*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Boston-area employees raise more than $7,000 for fight against AIDS

For the 15th year in a row, IDG employees showed their commitment to the AIDS Walk in Boston, held Sunday June 4. The 10-member team raised more than $7,000 and continued its Gold Team status. In total, the walk raised more than $2 million.

The money raised is used by the AIDS Action Committee to provide essential services to men, women and children living with HIV and AIDS, to educate the public about AIDS prevention and treatment initiatives and to advocate for fair and effective policies.

AIDS WALK
AIDS WALK BOSTON JUNE 4, 2000

Above, members of the IDG team include (standing, left to right): ***Rob Troemner,*** *Michael Robert;* ***Sandy Weill, Ellen Friedman, Erica Driscoll Ribeiro, Jayne Powers*** *and* ***Michele Nealand****. Knealing (left to right):* ***Deb Goldstein*** *and* ***Julie Levesque****. Team members not pictured:* ***Sally Reinfeld, Maureen Roberti, Rebecca Segal*** *and* ***Allison Stamm****.*

celebrating 10!

Name
Tina Olschlager

Home
Munich, Germany

Joined IDG
September 1989, sales manager

Career path
In 1991 I took over responsibility for IDG International Marketing Services (IMS, now IDG Global Solutions) in Germany. I have been working with this business unit since then.

Current title
Vice President, Managing, IGS Germany. I help German, Swiss and Austrian clients who want to book print and online ads in our international titles.

Most challenging part of your job
To get the best possible deal for the client.

Best part of your job
It never becomes routine.

I joined IDG because
I liked the idea of working for an well-known, international publishing house.

What's kept you at IDG for 10 years?
The work never became monotonous.

Interests outside the office
Lots! Traveling, sports, movies, reading.

Family
My son Tom, 22 years old.

What ability do you wish you had that you don't have?
To be able to fly.

Dream destination
South Sea Islands.

Fantasy job
Archeologist.

What is the most difficult decision you ever had to make?
Putting my 12-year-old dog to sleep.

As a kid, what did you want to be when you grew up?
Rich.

First job out of college?
Working for my own book publishing house.

Your idea of a perfect day alone?
Sleep late, play sports, go shopping, eat well and go to the movies (it seems one day won't be enough).

IDG Chairman ***Pat McGovern*** *escorts IDG Germany's* ***Tina Olschlager*** *to dinner in honor of her 10 years of service to the company.*

One possession you'd grab if your house were on fire?
My photo albums (everything else you can buy again).

Favorite vacation spot?
India.

If you won the lottery tomorrow, you would
Work for a humanitarian organization and fulfill all my travel dreams.

Retirement dreams?
Being healthy enough to fulfill most of my travel dreams and write books
about them.

Manager's profile
"Tina is an outstanding member of the IDG family. As a part of the IGS sales team, based in Munich and hosted by Computerwoche Verlag, she is the worldwide representative of all IDG publications. She was always faced with a difficult job, but she was always able to manage it in a terrific way. When she is visiting German customers, she is always welcomed and appreciated as an ambassador of the leading company for answers for the Information Age."

— Ralph Peter Rauchfuss, managing director
Computerwoche Verlag GmbH

and finally

Holidays needed!

As the deadline for the IDG Photo Calendar Contest draws near, the time has come to begin collecting holidays to include in the calendar. We have the U.S. holidays covered but would like to include a wider variety of holidays in other countries.

Please send the official name and exact date of the three or four most important holidays in your country to the editors of *IDG World Update.* We are most interested in learning about holidays on which your office will be closed. Information may be sent via e-mail (world_update@idg.com) or fax: 617-423-0712.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 50 offices in 43 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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The Industry Standard hits the 'roof' in Boston

The Industry Standard hit the roof and the road last month and took its Rooftop Party to Boston for the first time. Although not technically on the roof of the city's new U.S. Federal Courthouse, more than 700 Internet professionals met and mingled at the event overlooking Boston Harbor.

One attendee called the party a "hotbed for networking" and said "the choice of venue added to the splendor."

"The purpose of the Rooftop Parties is to allow a community of senior-level Internet professionals to come together in a hip venue for networking, while enjoying cocktails, food and entertainment," said Event Manager **Liz Kafka**. "The Standard's sales and editorial teams have the opportunity to meet with both customers and members of the Internet community to make contacts and discuss trends in the Internet economy."

Now organized by The Standard's Conference and

continued on page 5

KATE POWERS

More than 700 Internet professionals gathered for the first Boston-based Industry Standard-sponsored "rooftop party" held last month at the new Federal Courthouse building.

IDG Hong Kong targets Chinese-speaking audience

PC World becomes Chinese-language supplement to new monthly

IDG Hong Kong has shifted its publishing strategy to deliver more IT content to Chinese-speaking business people and IT professionals. Beginning this month, the eight-year-old *PC World Hong Kong* is being transformed from a stand-alone English-language monthly to a Chinese-language supplement within *IT for SME*.

SME
PCWORLD
ASP
SME

The IT for SME team (left to right): Senior Writer ***Ivy Or****, New Technology Editor (PCW Section)* ***Wilson Kan****, Editor* ***Vicky Yeung*** *and Writer* ***Joyce Cheng****.*

IT for SME launched this past April to provide small and medium enterprises (SME) with insights into key IT trends that will impact business and help SMEs evaluate their options when making crucial IT investments. *IT for SME* focuses on the unique needs of SMEs and is positioned as a "must-read" for businesses to remain in the know and maintain that competitive edge in the marketplace. It has a controlled circulation of 13,000.

Originally on a bi-monthly schedule, *IT for SME* will now be published monthly to accommodate existing *PCW* readers, who received their last *PCW Hong Kong* stand-alone edition in June.

"Our decision to revamp *PC World* was an aggres-

continued on page 5

in brief newsworthy

Marketing campaign stresses IDG's reach among e-business decision makers

IDG Communications has launched a high-profile marketing campaign to highlight the reach of IDG's publications to the key decision makers for implementing e-business solutions.

"Our research shows that a high degree of IT literacy is required to understand and implement effective e-business applications," said **Catey DeBalko**, vice president of marketing for IDG Communications. "IDG's editorial products, including print publications, Web sites and events, have the deepest and broadest coverage of the products, strategies and best practices driving the Internet economy."

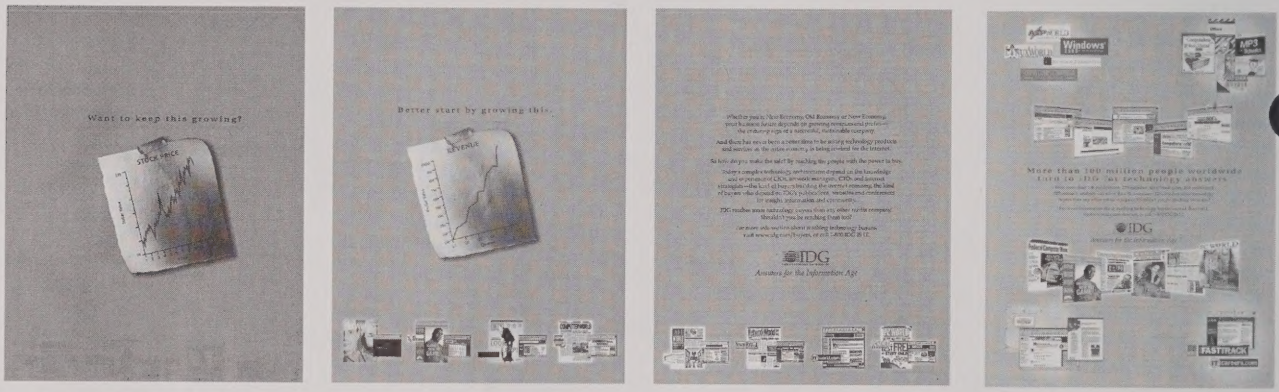
To communicate that breadth — and demonstrate that IDG reaches more technology buyers than any other media company — the marketing program communicates IDG's portfolio of products and global capabilities. The program launched with the June issue of *MC magazine* in which a four-page ad unit ran with a teaser sticker on the magazine's front cover directing readers to turn to IDG's ad. The ad also ran in the July issue of *MC magazine* as well as two issues of *The Industry Standard* in June and July and will run in *MCs'* September issue as well as two September issues of *The Industry Standard.*

In addition, a new Web site located at www.idg.com/buyers provides clients with more information and resources on reaching technology buyers. The site includes:

- Video clips of interviews with technology buyers about today's buying process.
- A white paper on the context for evaluating and buying technology today.
- Case studies of actual technology purchases made in the last 90 days and the individuals and teams responsible for those purchases.
- Links to IDG resources, including the marketing sections of IDG publications' Web sites either directly or through idg.com.

The Web site will be updated with fresh information as the campaign moves forward, DeBalko noted.

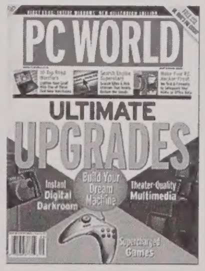
For more information, contact Catey DeBalko at catey_debalko@idg.com. WU



The four-page ad unit, which ran in June and July in The Industry Standard and MC magazine, will run again in these publications next month.

PC World most widely circulated computer magazine on the planet

PC World is living large — or at least circulating large. Surpassing *PC Magazine*, *PC World* is now the largest circulated computer magazine in the world. According to the latest Audit Bureau of Circulations (ABC) Fas-Fax Report for the six months ending June 30, 2000, *PC World*'s total average paid circulation grew 3.4% to a record high of 1,268, 016 — 41,308 more copies per issue than *PC Magazine*, the circulation of which has slumped in recent years.



"There are two measures of a magazine's effectiveness," said PCW President and CEO **Jeff Edman**. "The first is circulation vitality. *PC World*'s ascension to become the most widely circulated computer magazine shows it's done the best job serving its target readers: PC-proficient managers. In fact, Spring 2000 Mediamark Research Inc. Survey of American Consumers reports that among all measured computer and business publications, *PC World* reaches the most managers who bought computer products for business and does it at the lowest cost-per-thousand."

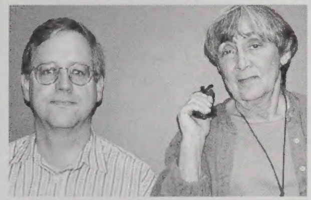
Edman said the second measure of effectiveness is advertiser retention. According to internal page counts, in July and August, the two months during which *PC Magazine* publishes a single issue, *PC World* carried significantly more advertising, running 337 pages to *PC Magazine*'s 312.

For the same six-month period, *PC World* remained No. 1 on the newsstand, selling an average of 70,035 more copies per issue than *PC Magazine* (which publishes 22 issues a year), expanding its single-copy sales by 2%.

"With its quality editorial, compelling design and award-winning circulation practices, *PC World* is clearly the No. 1 choice among tech-savvy managers," noted **Shawne Burke Pecar**, *PCW* vice president, circulation. WU

primer back to basics

Copy editing



Steven Gray and **Barbara Lewis** are senior copy editors at *PC World*. Collectively, they have logged some 40 years in the profession, 20 of them at *PC World*. Part 1 of their column appeared last week.

Terms of the trade

Stet
Popular misconception:
Instruction to a meddlesome copy editor to undo a change that has made the manuscript worse.
Correct usage:
Author's shorthand for "I don't understand what was wrong with what I wrote or why you changed it, so put back the flawed original."

TK
Popular misconception:
Initials of Revolutionary War hero Tadeusz Kosciuszko.
Correct usage:
A solemn promise, enforceable in court, that the author will supply missing factual or expository material that as yet remains "to kome."

Tombstoning
Popular misconception:
Prospecting for buried treasure in an Arizona ghost town.
Correct usage:
Accidentally positioning subheads so that they appear side by side in adjacent columns of a laid-out page (this is considered undesirable).

Widow
Popular misconception:
The surviving spouse of a great awk.
Correct usage:
The final line of a paragraph that (a) appears at the top of a column of text on a laid-out page, or (b) doesn't run all the way to the right margin of the column.

Q How much copy do you review in a day?

SG With certain authors, you're lucky to clear five or 10 manuscript pages; with others you could do 40 or 50 without breaking a sweat. There's also the matter of how deeply you choose to go in cleaning up a manuscript. In some cases it's like snow: You can ski over the surface and make good time, or you can try to clear away all the unnecessary precipitation and take many hours.

BL I read as long as I can maintain vigilance. When I start looking the other way, I know it's time for a break. Exactly when that point occurs depends on the carefulness of those who have gone before me. Columns from some editors need just light feather dusting. Others, well, least said, soonest mended.

Q How long does the typical copy editor remain at *PC World*?

SG I haven't met any typical ones yet. I've been at IDG for almost five years now, and I believe Barbara has passed the 15-year mark. Other people have spent as little as three months here before jumping to another position.

BL Once upon a time, people often stayed for several years. In this day of dot-commerce, good copy editors are lured away in a twinkling.

Q Is it generally a stepping stone to other editorial positions, or do people tend to make a career of copy editing?

SG It can work either way. Between us, Barbara and I have logged maybe 40 years as copy editors. Others have been attracted by such ephemera as wealth and power, and moved on. We've noticed that people who remain copy editors for an extended period of time tend to be better at it than people who focus on climbing the corporate ladder — sort of an Anti-Peter Principle.

BL But of course we'd think that. Anyway, why would anyone want to do anything else? You get to wrestle with language all day, argue about language, and work with people who care profoundly about words. And you don't have to go to demos or conventions or talk to vendors or think about computers.

SG Interestingly, both of us have previously served time as copy chief — Barbara at *PC World* and me at another fine IDG publication. So we're actually using copy editing as a stepping stone backward from sinisterly promising careers.

BL At this rate, in another decade or so, we'll probably be file clerk temps.

SG Now that's a career with a future.

Q What are the advantages and disadvantages of working at the same position for so many years?

SG When I came to work at IDG, I knew nothing about computers. So when I would ask about a term I'd never seen or an explanation I couldn't follow, and the control editor would say, "Our readers will understand," I had no basis for disagreeing. But I've read *PC World* closely for the past three years, and I have a lot better idea of when our readers won't understand something. So basically the advantage is that this particular excuse doesn't work as effectively as it used to.

BL If you love what you do, you're happy while you're doing it for all those years. You don't have to learn new procedures, so you have time and energy left to write your memoirs. And someday someone may ask you to write a column about the job you know so well.

Q What is your most memorable moment as a copy editor?

SG Gee, I don't know. There have been so many… I will say that the best copy edit change I've ever seen was when Barbara encountered a line that said getting some poorly designed assemblage on a PC to work properly was "like trying to find a needle in a haystack," and changed the cliche to "like trying to find a gerbil in a cornfield." I am currently trying to get someone to use the expression "the 97-pound gorilla of the industry" to describe a not-very-powerful player in a specific arena.

BL When I started here at *PC World*, my younger daughter was in eighth grade, writing term papers about porcupines and softball. Advice from her mother was not encouraged. This same daughter recently asked me to copy-edit her doctoral dissertation and accepted all my suggestions. I've come a long way. I also got a nice acknowledgment in the book itself. Just beyond that, I rank Steven's enjoyment of the gerbil.

Q Do you have any advice for authors and developmental editors?

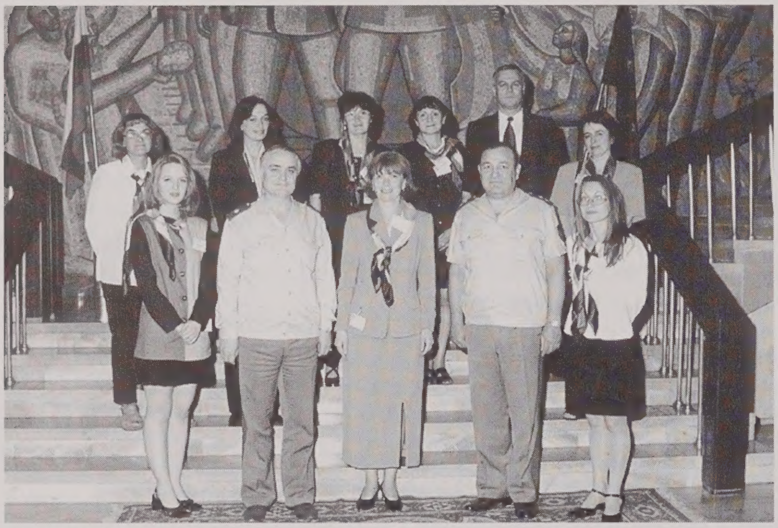
SG Yes.

BL Always.

IDG Bulgaria enlists local IT vendors in effort to educate the military

IDG Bulgaria is doing its part to bring the information systems of its country's army into compliance with those of NATO nations. The company recently organized the e-Defense Forum for more than 60 of the country's top officers including six generals and the CIO of the National Army.

Sponsored by Al Informatics (SAP partner in Bulgaria), Citrix, Global One, IBM Bulgaria, Lucent and SAP Bulgaria, the forum was intended to familiarize the audience with various components of the technology employed by NATO nations (Bulgaria is a NATO partner).



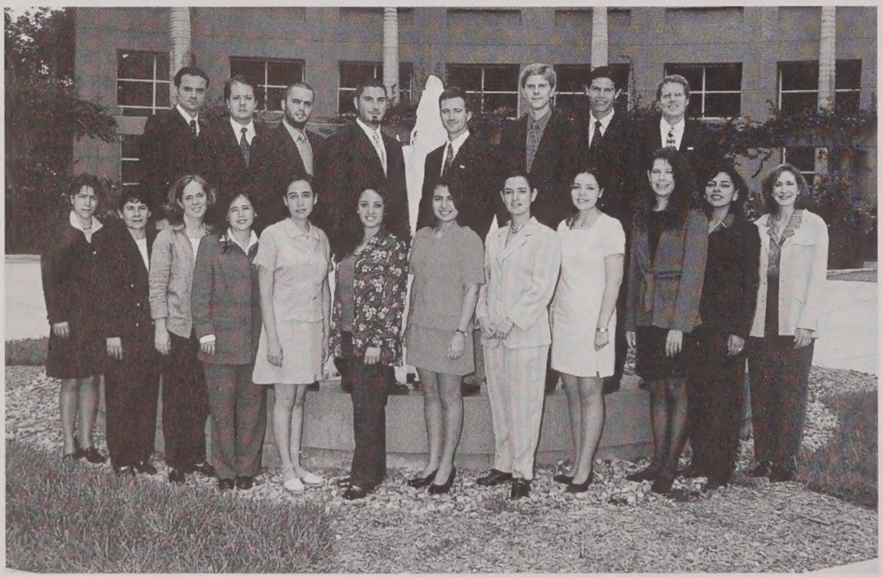
*IDG Bulgaria Managing Director **Tatiana Hinova** is flanked by two generals in the Bulgarian army and members of the company's sales team. The e-Defense Forum received high praise from its military audience.*

Acting as host of the forum, IDG Bulgaria Managing Director **Tatiana Hinova** introduced the speakers, who addressed such topics as "SAP Aerospace and Defense: The Right Solution For The Military Sector through Advanced SAP Technology," "SAP R/3 Implementation as a Standard at the Ministry of Defense — a Step towards the Acceptance of Bulgaria into NATO," and "Following the Guidelines of OSE" (NATO Open System Environment Expert Group).

The e-Defense Forum joins a growing roster of targeted niche forums organized by the staff of IDG Bulgaria. Previous forums include e-Banking, e-Government and GO 2000 (in conjunction with Microsoft and Compaq). In addition to raising the profile of IDG in the local market, the addition of these forums has made a substantial contribution to the overall revenue growth at IDG Bulgaria, Hinova noted.

For more information contact Tatiana Hinova at tatiana_hinova@idg.bg.

New crop of IDC Latin America analysts complete training in Miami



*Back row, L-R: **Hernan Stia**, Argentina; **Andres Iglesias**,Chile; **Sebastian Catalano**, Argentina; **Matias Beradi**, Argentina; **Jay Gumbiner**, Miami U.S.; **Marc Alexander**, U.S. (Mountain View, Calif.); **Julio Najera**, Mexico and IDC Latin America Group Vice President **Eric Prothero**. Front row, L-R: **Natalia Vega**, Chile; **Lorena Vega**, Chile; **Elena Basalo**, Venezuela; **Janneth Arevalo**, Venezuela; **Claudia Campos**, Mexico; **Laura Cano**, Mexico; **Viviana Toro**, Colombia; **Angela Almanza**, Colombia; **Andrea Martinez**, Colombia; **Melissa Utter**, U.S. (Mountain View, Calif.); **Anna Giraldo Kerr**, U.S. (Framingham, Mass.).; **Natalie Eisner**, U.S. (Mountain View, Calif.)*

IDC Latin America held its first new analyst training summit earlier this year in Miami. Eighteen analysts from IDC offices in Argentina, Chile, Colombia, Mexico and Venezuela and IDC Latin America's U.S. office, all nominated by their managers, convened to learn more about forecasting, templates and other electronic tools, types of IDC research and how to create dynamic research products.

IDC Latin America Program Manager **Natalie Eisner** (Mountain View, Calif.) organized and facilitated the summit and taught several of the sessions along with the following IDC LA colleagues: Program Manager **Monique Gibelli** (Miami), Program Manager **Loren Loverde** (Miami), Account Manager **Nora Delgado** (Miami) and Publishing Specialist **Michelle de Anderson** (Miami). Group Operations Coordinator **Barbie Cordero** (Miami) assisted with logistics.

The Latin America session is part of a two-year-old effort to organize an array of analyst training programs for IDC offices worldwide. For more information on Latin America training contact Natalie Eisner at neisner@idc.com.

The Industry Standard

continued from page 1

KATE POWERS

*IDG Chairman **Pat McGovern** (left) was on hand for the Boston debut of The Industry Standard's rooftop party. With him, **Steve Thompson,** senior vice president and group publisher for Standard Media International, publisher of The Industry Standard.*

Events department, the Rooftop Parties began as something of a lark on April 24, 1998, when the editors closed the first issue of the magazine and invited the staff, some clients and friends to the roof of their office at 315 Pacific Ave. in San Francisco to celebrate. The party was such a success the staff decided to keep the party going. Word spread quickly and soon lines began forming every Friday afternoon outside the company's offices. The Standard began to host parties around the country this March. In addition to Boston, there have been two in New York City and one in Atlanta, all averaging between 500 and 700 people. There have also been two at larger venues in San Francisco, due to high demand in that market and the limited capacity of The Standard's rooftop.

Kafka said that in terms of marketing the event, The Standard identifies and invites high-level Internet executives and creates a buzz about the venue and exclusivity of the invitation-only event. "Rooftop Parties have already generated extremely positive word of-mouth," she said. "In fact, our offsite Rooftops were a response to the popularity of our traditional Rooftops [in San Francisco]."

The Standard maintains an invitation database of guests and clients, numbering in the thousands, from members of the press to venture capitalists. People can also request an invitation at The Standard's Web site (http://www.thestandard.com/events/rooftop/). Those invited receive a non-transferable invitation for themself and a guest.

If magazine were to stop holding the parties, "there would be an incredible amount of disappointment in the Internet community, "Kafka said.

After an evening of networking at the recent Rooftop in Atlanta, Jeffrey Gardiner, vice president of marketing for Media1st.com, was quoted in the *Atlanta Journal Constitution* saying, "I don't know anybody [in Atlanta]. I recently relocated from Washington, D.C., and I work 80 hours a week. I like being around people who understand the pressures out there in the dot-com community."

Hewlett-Packard Co. and retailer Banana Republic sponsored the Boston event. According to Kafka, lifestyle/consumer companies such as Banana Republic — a three-time sponsor — are becoming increasingly aware of the value of The Standard's audience. "They have designated them a target market with regard to branding and attaining customers on their Website," she said.

Kafka said The Standard plans to continue to hold Rooftop Parties in Boston, New York and Atlanta and bring them to other cities as well, noting that Los Angeles, Chicago, Toronto, Seattle, Miami, and Dallas and Austin, Texas, were likely to be on the upcoming schedule. The original party continues to take place once a month in San Francisco.

For more details, contact Liz Kafka on the East Coast at lizk@thestandard.com or **Liz Naughton** on the West Coast at lnaughton@thestandard.com. WU

IDG Hong Kong

continued from page 1

PCWORLD

HONG KONG

軟件模擬硬件：得不償失

The PCWorld Hong Kong brand lives on although the publication has been changed to a supplement. The PCW banner used to start the PCW section within IT for SME.

SME
iShop
加入大型網上商場

IT for SME debuted in April and targets small and medium enterprises in the local market.

sive and radical but strategic move that we believe will help strengthen our market position," said Managing Director **Micaela de Almeida**. "Given that *IT for SME* is a Chinese-language title and more than 80% of Hong Kong companies fall into the small-to-medium size category, this presents a much larger and broader reader and advertiser base that we can tap. Combining *PCW* and *SME* allows *PCW* to continue providing its quality product information to its original readers as well as the *SME* readers through the combined publication."

While there will be *PC World* content in Chinese in print and on the Web (www.idg.com.hk), the staff will continue to have *PC World* English content on its Web site to serve both the English and Chinese audiences.

IT for SME is produced by a dynamic team of four led by Editor **Vicky Yeung** and New Technology Editor **Wilson Kan**. For details, contact Yeung at v.yeung@idg.com.hk. WU

Computerworld Hong Kong adds e-commerce supplement

The weekly *Computerworld Hong Kong* gained a new supplement in March. With content in both English and Chinese, *e-Strategy* provides comprehensive coverage of electronic commerce in Hong Kong and its environs. Its mission is to serve as an invaluable resource for companies that are determined to tap e-commerce as a means of providing the best possible service to their customers and of gaining the greatest possible advantage over their competitors.

e-Strategy is published every other month. While *CW Hong Kong* has a controlled circulation of 11,000, an additional 6,000 copies of *e-Strategy* are delivered to a broader audience.

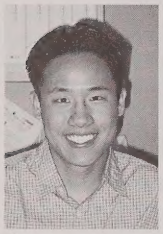
For more details, contact *CW Hong Kong* Editor **Sumner Lemon** at s.lemon@idg.com.hk.

people

noteworthy

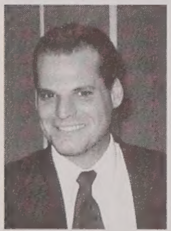
Munro

Porte


Gu

IDG WORLD UPDATE

McPherson


Koenig

Promotions

In Foster City, Calif., IDG Books' **Chandi Thapa** has been promoted to project editor from copy editor for the Non Branded Networking Editorial team. "In the past year, Chandi has edited 12 books, maintaining a consistently high degree of quality and enthusiasm for her work," said **Walter Bruce**, IDGB vice president and publisher.

IDG Books' **Marti Paul** has been promoted to associate project editor from copy editor for the Non-Branded General User/Design Professional Group. "Since joining IDG Books, Marti has edited over 15 titles and has her hand in many more," said IDGB VP and Publisher Walter Bruce. "Born in the Midwest, Marti enjoys snow-free California because it affords her lots of training time for her annual Portland (Ore.) Marathon walk."

Sharon Eames moves up from associate project editor to project editor at IDG Books' Foster City, Calif. office. "Sharon joined IDG Books in 1996 as IDGB's editorial administrator, taking on the Herculean task of managing our schedules," said Walter Bruce, IDGB VP and publisher. "In October of last year, her love of editing pulled her to the General User/Design Professional editorial group."

Also in Foster City, IDG Books Editorial Director **Kevin Shafer** has been promoted to publishing director. "He will be primarily responsible for the acquisitions and publication of all titles in our Novell Press and Hewlett-Packard Press imprints," said IDGB VP and Publisher Walter Bruce. "Kevin will continue his role as director of our editorial staff who produce all non-branded titles for the General User/Design Professional Group."

IDG Books' **Carol Sheehan** moves from Travel senior production editor to associate acquisitions editor for the Technology Publishing Group in Indianapolis. "Carol has been a key player for over five years with the Consumer Publishing Group where she has worked on a tremendous variety of series, brands and titles, including Arco, Howell House, Unofficial Guides, Webster's New World and Frommers," said Walter Bruce, IDGB VP and publisher. "She has been an indexer, production editor and senior production editor."

New employees

Colwyn Munro joins IDG Global Solutions in Staines, England, as vice president, marketing, coming from his role as founder and general manager of NEC Direct, which sells made-to-order PCs. He holds a B.S. in mathematics and business studies from London University and an M.B.A. from the U.K.'s Open University, a nationwide organization that allows students to study and continue their careers at the same time. He enjoys golf and walking in good weather.

IDG Global Solutions in London has hired **Richard Porte** as sales manager. He was previously an account handler at VNU. A graduate of the University of Bristol with a B.S. in chemistry, he is a do-it-yourselfer who recently remodeled his bathroom but whose real hobby is cooking.

Previously a technical intern with The Telluride Group, **Jeffrey Gu** is now an associate analyst with IDC's mobile user and buyer e-panel group in Framingham, Mass. A graduate of Harvard College in Cambridge, Mass., with a B.A. in environmental science and public policy, he is also an ardent Red Sox fan.

Also in Framingham, IDC has hired **Aaron McPherson** as research manager in its Online Financial Services division. He comes from American Management Systems, Inc., where he was a principal and involved in business analysis and management of customer relations. He holds a B.S. in political science from MIT, as well as an M.B.A. from MIT's Sloan School of Management. He enjoys hiking, golf and reading about history, politics and science and recently built his own computer.

Jessica Goepfert joins IDC Framingham as a senior analyst in the ASP program. She recently graduated from the M.B.A. program at Babson College in Wellesley, Mass., and before that worked at Harvard Business School as an assistant program director. She has a B.A. in psychology and dance from Connecticut College in New London, Conn., and continues to dance, mainly jazz and modern, in her spare time.

Shuichi Iobe is a research analyst for IDC's Framingham, Mass.-based Worldwide Services program. He recently earned an M.B.A. from Boston University and before coming to the U.S. did research and development work in Tokyo for an office furniture company. Shuichi enjoys tennis, skiing and golf in his spare time.

Account Manager **Robert Koenig** comes to *Network World* from Imark Communications where he held a similar title in the Softworks Events division. He graduated from New England College in Henniker, N.H., with a B.A. in business and economics. A new home owner, he finds time for skiing, photography and fitness training.

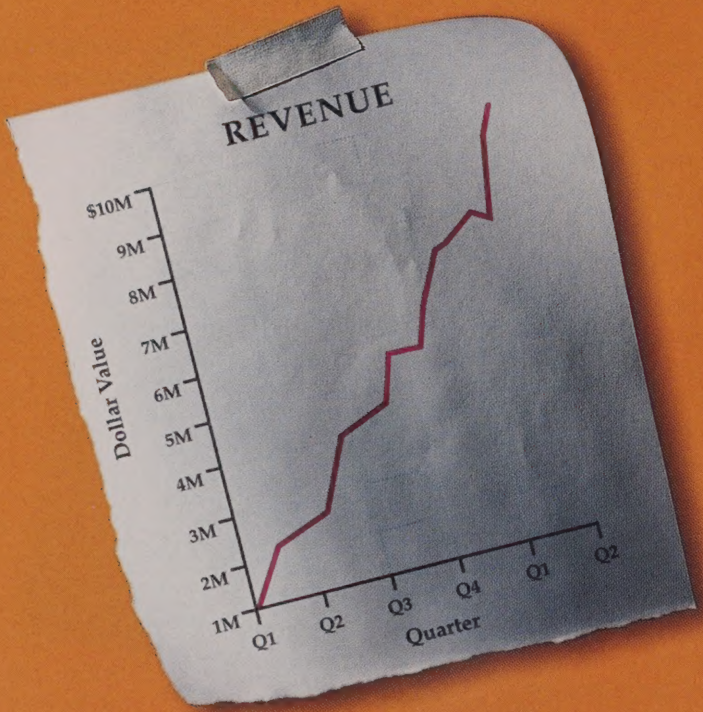
Tom Heine has been hired by IDG Books in Indianapolis as an acquisitions editor. He comes to IDGB from RCI Co. where he was a publications project manager and art director for travel-related magazines and marketing products. He has also worked as a photo editor, medical news and newspaper photographer. A graduate of the University of Missouri School of Journalism, he has two sons, Karl, 8, and Erik, 4.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Want to keep this growing?

STOCK PRICE
$70
10
Dollar Value
1
2
3
4
5
6
7
8
9
10
11
12
Week

Better start by growing this.


REVENUE
Dollar Value
$10M
9M
8M
7M
6M
5M
4M
3M
2M
1M
Q1
Q2
Q3
Q4
Q1
Q2
Quarter

darwin
Business
Information Age
Dad...

THE INDUSTRY STANDARD
NET RETURNS
MAGIC'S NEW NET GAME

CIO
Tempted by the allure of dotcoms?
LOOK BEFORE YOU LEAP!
CIO100

COMPUTERWORLD
AUTO E-MARKET FACES BIG HURDLES
IT LEADERS CONFERENCE
DRAG RAC

Whether you're New Economy, Old Economy or Now Economy,
your business future depends on growing revenues and profits—
the enduring sign of a successful, sustainable company.

And there has never been a better time to be selling technology products
and services as the entire economy is being rewired for the internet.

So how do you make the sale? By reaching the people with the power to buy.

Today's complex technology architectures depend on the knowledge
and experience of CIOs, network managers, CTOs and internet
strategists—the kind of buyers building the internet economy, the kind
of buyers who depend on IDG's publications, websites and conferences
for insight, information and community.

IDG reaches more technology buyers than any other media company.
Shouldn't you be reaching them too?

For more information about reaching technology buyers,
visit www.idg.com/buyers, or call 1-800 IDG IS IT.

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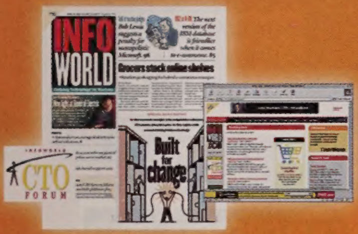
INTERNATIONAL DATA GROUP

Answers for the Information Age

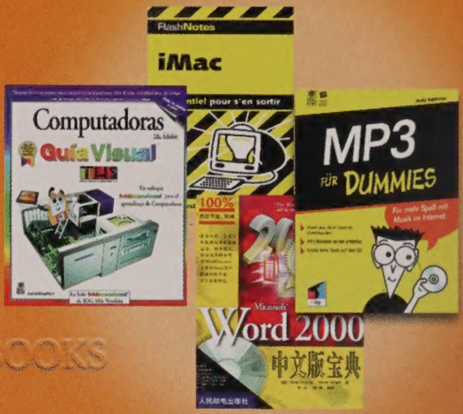

INFO WORLD
CTO FORUM
Built for change

NetworkWorld
Caching debate rages
NetworkWorld TECHNICAL SEMINARS
NetworkWorldFusion

IT world.com NETWORK

PC WORLD
PC WORLD CONFERENCES
BEST FREE STUFF ONLINE
125 Web Bargains

ASPWORLD CONFERENCE & EXPO
Windows 2000 Conference & Expo
LINUXWORLD CONFERENCE & EXPO
ICe. INTERNET COMMERCE EXPO
CHINA COMPUTERWORLD EXPO & CONFERENCE
EVENTS


FlashNotes
iMac
Computadoras Guía Visual
MP3 für DUMMIES
Word 2000
BOOKS

ONLINE
COMPUTERWORLD antarctica
PC WORLD.COM
Computerworld

More than 100 million people worldwide turn to IDG for technology answers.

With more than 300 publications, 270 websites, 4,000 book titles, 168 events and 575 research analysts—in more than 80 countries—IDG reaches more technology buyers than any other media company. Shouldn't you be reaching them too?

For more information about reaching technology buyers around the world, visit www.idg.com/buyers, or call 1-800-IDG IS IT.

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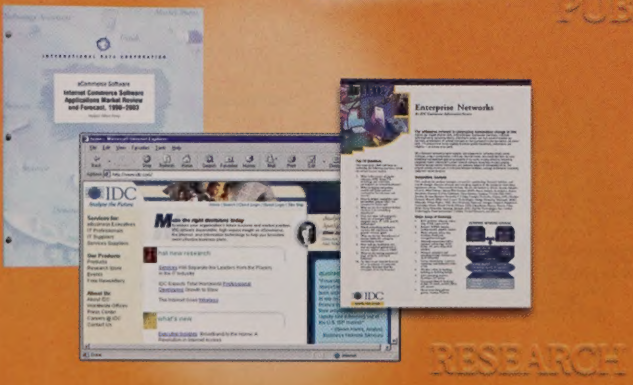
Answers for the Information Age

Federal Computer Week
THE INDUSTRY STANDARD
MAGIC'S NEW NET GAME
ComputerSweden
PC WORLD CHINA
INFOWORLD
PC WORLD
PUBLICATIONS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Week of August 21, 2000

Ad Sales Associate (CXO Media)

CXO Media is looking for a high energy individual to provide sales support to the Fairfield, NJ sales office. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's. Ideal candidates will have a customer service orientation, strong writing skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 2-3 years business experience. *Location: Fairfield NJ*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Associate Analyst, Consumer Devices (IDC)

This position will be responsible for contributing to IDC's research in key consumer emerging markets. The individual will possess analytical capabilities and superior interpersonal communications skills. Responsibilities will include working with other analysts to develop market sizing, forecasting, market share statistics, competitive analysis, and generally supporting our consumer devices research. The successful candidate will have excellent verbal and written communication, be detail-oriented, and be able to work as a team member with other IDC consumer device analysts. Experience in consumer markets or research is preferred. *Location: Mountain View CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Research Manager, Network Attached Storage (NAS) (IDC)

Storage Systems is seeking a senior-level individual to perform analysis and develop bulletins and reports for Network Attached Storage (NAS). Position requires data collection via research and direct contact with vendors in order to deliver detailed report(s) containing multi-faceted trend analysis, 5 year forecasts and summary level commentary on market trends. This individual will be a spokesperson for IDC in the NAS arena and, as such, will answer queries from customers and publications and represent IDC at NAS/SAN conferences. The ability to express expert opinions based upon solid research is critical. Requirements include: excellent writing skills; prior experience in data analysis/forecasting or market research; the ability to deliver NAS-focused presentations to a sophisticated audience; sophisticated spreadsheet skills, including the development of modeling tools; the disposition to actively engage other IDC groups, e.g. the Appliance Server Group; knowledge of storage systems; responsiveness in a multiple-demand environment; ability to work effectively with executive level management. *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Sr. Research Analyst, Hardware (IDC)

Research analyst with 1+ years experience will play a key role in the growth of the Education Market Research program (soon to be renamed K-College eLearning). This individual will help conduct and manage research on the use of technology by students and staff in K-12 and college settings. The individual will develop and implement appropriate surveys, analyze results, prepare written deliverables, and support client inquiries. Strong writing and analytical skills will be essential (including facility with appropriate PC applications like Word and Excel). *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Sales Representative (IDC)

This is an entry level sales position that requires a 1 to 5 years sales and/or telemarketing experience or 5 to 10 years related technology experience. Strong familiarity with computer industry a must. Position is part of a focused sales team effort and will require 6+ hours/day on the phone with client and prospects. Position will be assisting major account sales people in varying parts of the pre and post sales cycle including prospecting, qualifying, interest development, education, proposal generation, follow on sales etc. Very strong and assertive phone skills a must, as well as a good team player and attitude. Strong computer skills a plus. Besides annual sales meetings, no overnight travel associated with this job. Position must start asap. As this person will be supporting multiple sales people, this position requires a very flexible and multi-tasking ability. Very limited overnight travel required. *Location: Framingham MA*
Contact: G. Lawrence, Fax: 508-935-4432, Phone: 508-935-4137, Email: glawrence@idc.com

Sales Representative (IDC)
This is an entry level sales position that requires a 1 to 5 years sales and/or telemarketing experience or 5 to 10 years related technology experience. Strong familiarity with computer industry a must. Position is part of a focused sales team effort and will require 6+ hours/day on the phone with client and prospects. Position will be assisting major account sales people in varying parts of the sales cycle including prospecting, qualifying, interest development, education, proposal generation etc. Very strong and assertive phone skills a must, as well as a good team player and attitude. Strong computer skills a plus. Besides annual sales meetings, no overnight travel associated with this job. Position must start asap. As this person will be supporting multiple sales people, this position requires a very flexible and multi-tasking ability. *Location: Framingham MA*
Contact: G. Lawrence, Fax: 508-935-4432, Phone: 508-935-4137, Email: glawrence@idc.com

Sales Associate (IDG Communications)
IDG Communications is looking for an energetic Sales Associate to join the Framingham, MA office. The Sales Associate will work closely with 2 Vice Presidents of Business Development, aiding them with all facets of sales support. Primary responsibilities include: coordinating sales meetings and events, arranging travel itineraries, preparing sales presentations, gathering support information, handling internal and external correspondence, and providing overall administrative support. Position also requires frequent interaction with all members of the company as well as with clients and business relations partners to assist them with questions, problems, or concerns. Candidates must be flexible, detail oriented, and possess strong organizational skills in order to manage multiple priorities. Strong computer skills (MS Word, Excel, PowerPoint and Lotus Notes) along with a strong customer service orientation required. Prior sales support experience within the publishing or media industry preferred. *Location: Framingham MA*
Contact: C. Giangregorio, Fax: 508-872-3759, Phone: 508-988-6764, Email: cheryl_giangregorio@idg.com

Assistant News Editor (IDG.net)
Entry level copy editing position requiring some journalism or copy writing experience or English background. Responsible for managing flow of news & feature stories to appropriate Web site channels. Also responsible for newsletter production. Must have good copy edit/copy writing/spelling skills. Multiple-language skills a plus.
Location: San Francisco CA
Contact: M. Cappel, Fax: 415-267-4558, Phone: 415-267-4505, Email: mark_cappel@idg.com

Assistant Designer (IDG Books Worldwide)
You will execute concept designs of covers and print collateral materials such as web banners, web advertisements, PR announcements, simple advertising pages, work with senior design staff to develop logos, burst, emblems for packaging, prepare cover templates for cover production, create mechanicals of book covers, box-sets and other packaging, prepare electronic files for shipping to production, assist in maintenance of archive directory, conduct stock catalog photo searches and cover illustration creation for live cover files. Requires extensive knowledge of QuarkXPress, Adobe Photoshop and Illustrator; familiarity with web design and tools applicable tools (Dreamweaver, etc.), 2+ years experience in production layout, mechanicals and good design skills, knowledge of 4 color printing process; the ability to multi-task under strict deadlines. *Location: Foster City CA*
Contact: C. Yam, Fax: 650-653-7513, Email: cajobs@idgbooks.com

Graphic Designer (IDG Books Worldwide)
You will execute concept designs of covers and print collateral materials such as web banners, web advertisements, PR announcements, simple advertising pages, develop logos, burst, emblems for packaging, prepare cover templates for cover production, create mechanicals of book covers, box-sets and other packaging, prepare electronic files for shipping to production, conduct stock catalog photo searches and cover illustration creation for live cover files. Requires extensive knowledge of QuarkXPress, Adobe Photoshop and Illustrator; familiarity with web design and tools applicable tools (Dreamweaver, etc.), 5+ years experience in production layout, mechanicals and good design skills, knowledge of 4 color printing process; the ability to multi-task under strict deadlines. *Location: New York NY*
Contact: J. Meyers, Fax: 212-884-5547, Email: nyjobs@idgbooks.com

Licensing Coordinator (IDG Books Worldwide)
Work alongside the Licensing Manager in developing and executing a licensing program for our portfolio of brands. Responsibilities include assisting in identifying new licensing opportunities across all product categories, maintain calendar of licensing industry events, solicit potential licensees, coordinate Licensing Show exhibition, keep licensing database updated, generate reports, process advance/royalty payments, and general administrative. BA or BS; excellent typing/computer skills in MS Word, Excel, Powerpoint, and Internet; detail oriented with excellent communication skills. 1-3 years prior experience in sales, product marketing, or licensing. Knowledge of technology, electronics, and retail industry a plus. *Location: New York NY*
Contact: J. Meyers, Fax: 212-884-5547, Phone: Email: nyjobs@idgbooks.com

Associate Reprint Technician (IDG Books Worldwide)
Responsible for consistently, efficiently, and accurately merging text and graphics into complete pages according to the established editorial and production guidelines for each particular book in a timely manner. This process includes initial layout of the book as well as corrections that might follow. This also includes any and or corrections to bluelines, covers, and or CD's. Works directly with Production, Editorial and other IDGB Departments to provide accurate materials on a timely basis. *Location: Indianapolis IN*
Contact: C. Secrist, Fax: 317-572-4001, Email: csecrist@idgbooks.com

Corporate Communications Assistant (IDG Corporate Support Center)
IDG is seeking a dynamic and creative professional to join the Corporate Communications Department. As the Corporate Communications Assistant, your responsibilities will include maintaining monthly press reports, researching and analyzing competitive announcements and coverage, maintaining current communications database (media contacts, releases), maintaining editorial calendar prospects, interfacing with senior executives, and working with IDG's worldwide communications offices. In addition, this role will require operational and administrative support to the Corporate Communications department (mailings/subscriptions, department billing, membership and vendor relationships) and general administrative support. Must be a motivated, proactive, self-starter who can maintain composure and effectiveness under deadline pressure, juggle multiple tasks and work independently. College degree is required, strong computer skills and PR agency experience a plus. Excellent organizational skills, attention to detail and strong written and verbal communication skills required. *Location: Boston MA*
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-988-6832, Email: christine_moloney@idg.com

Tax Manager (IDG Corporate Support Group)
IDG's Corporate Support Group is searching for a Tax Manager to join the tax team. Reporting to the Vice President of Corporate Tax, this position will assist in the coordination of IDG's federal and state tax compliance and tax minimization effort. Includes overseeing the preparation of consolidated federal and multi-state income tax returns; information reporting on foreign entities; foreign tax credit; and unitary filings. Will also be responsible for quarterly and year end tax provisions; coordination of IRS and state/local audits as well as year end financial audit; ongoing planning and research; and business unit consultation. Candidates must be detail oriented with the ability to stay focused in an area of constant change. 7+ years tax experience required. CPA/MST desired. *Location: Framingham MA*
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-988-6832, Email: christine_moloney@idg.com

Marketing Manager: DEMO Brand (IDG Executive Forums)
Develop and manage strategic and tactical marketing campaigns for the DEMO family of products, which includes 2 annual business conferences, 2 monthly newsletter products and an online website serving these audiences. Manage programs that include the development of: collateral materials, sales tools, direct marketing initiatives and advertising. Manage the work of outside agencies & vendors, as well as internal creative teams to develop materials and coordinate execution. Work with cross-functional teams and executive management to provide content for collateral/website materials and brand communications. Key Qualifications: Strong writing skills, experience in creating business-to-business and consumer marketing and sales materials. Ideal candidate will be a self-directed team player with strong interpersonal and organizational skills with high tech industry knowledge and exposure. A college degree or equivalent exp. plus 5 years progressive marketing experience required. *Location: San Mateo CA*
Contact: J. Pesiri, Fax: 650-525-3486, Email: marketing@idgexecforums.com

Marketing Manager: AGENDA and VORTEX Brands (IDG Executive Forums)
Develop and manage strategic and tactical marketing campaigns for AGENDA and VORTEX branded executive conferences and the complimentary VORTEX.net website. Manage programs that include the development of collateral materials, sales tools, and direct marketing initiatives. Manage the work of outside agencies & vendors, as well as internal creative teams to develop materials and coordinate execution. Work with cross-functional teams and executive management to provide content for collateral/website materials and brand communications. Key Qualifications: Strong writing skills, experience in creating business-to-business marketing and sales materials. Ideal candidate will be a self-directed team player with strong interpersonal and organizational skills with high tech industry knowledge and exposure. A college degree or equivalent exp. plus 3 years progressive marketing experience required. *Location: San Mateo CA*
Contact: J. Pesiri, Fax: 650-525-3486, Email: marketing@idgexecforums.com

Sales Coordinator (IDG World Expo Company)
IDG World Expo is seeking a Sales Coordinator for their Sales Department. In this vital support position reporting directly to the Sales Director, the Sales Coordinator will process exhibitor follow-up packages (insertion orders); act as point of contact between sales reps., clients and other departments. S/he will support sales reps. in leveraging their time by handling client services, meetings and other operational needs, as well as providing backup to other coordinators when needed. This coordinator will be the secondary contact for our clients - Tradeshow Exhibitors - and must be self-motivated, enthusiastic, reliable, creative, organized, detailed, friendly with a positive "can do" attitude. Qualified candidates will be PC literate, proficient in Word, Excel and the Internet; as well as juggling numerous tasks simultaneously and adapting easily to immediate, changing needs. Experience in trade show logistics or operations are a strong plus. *Location: Framingham MA*
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

On-line Account Executive (ITworld.com)
Great opportunity for an entry level sales executive to develop On Line skills with the IT industry's leading producer of IT content on website and webcasting platforms. The Online Account Executive will work closely with Regional and District Managers to build and maintain strong client relationships. Vigorously prospect an assigned territory, prepare and deliver proposals to new prospects, and be responsible for a personal sales quota. Work with an assigned sales team to develop comprehensive proposals for current client upgrades. The AE will also be responsible for coordinating all "post-sale" account activity, including both campaign and competitive analysis reporting. In addition, the AE will work with the Trafficking Coordinator to ensure the timely posting of all online campaigns. Qualified candidates must be highly organized, service and detail-oriented self-starters who can manage multiple tasks simultaneously and work well under deadlines in a fast-paced work environment. Experience in ad sales or Web publishing is extremely desirable. Online Account Executives will report directly to and be supervised by the District Sales Manager. *Location: San Francisco CA*
Contact: J. Davidson, Fax: 508-269-2964, Phone: 508-303-9788, Email: Jeff_Davidson@ITworld.com

UNIX Administrator (ITworld.com)
Reporting to the Director of Systems, the incumbent will provide management and support for our UNIX network infrastructure and operating systems. The ideal candidate will possess the following skill set: UNIX Security, Apache configuration and management, Veritas backup, NIS+, NFS, Perl programming, DNS management, configuration and setup, SENDMAIL setup, configuration and management and LDAP. At least two years full time experience working as a UNIX administrator within a Solaris environment (medium or large size shop). Of extreme importance would be the ability to function effectively as a team member and the ability to interface seamlessly with a diverse user and management group. Success in this position requires a strong ability to work simultaneously on several projects each having competing priorities. *Location: Southborough MA*
Contact: J. Davidson, Fax: 508-303-9788, Email: Jeff_Davidson@ITworld.com

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

17

Frances Benedict *IDG*

16

Judy Sutter *PC World*

14

David Hill *IDG International Publishing Services*
Judd Aschenbrand *IDG Research*

12

Phyllis Borden *IDC*

11

Magnus Wallen *IDG Sweden*

10

Sven-Erik Remmare *IDG Sweden*

9

Jennifer Ramirez *IDG Books*

8

Alice Tam *IDG Hong Kong*
Shane Rau *PC World*

7

Miriam Wiley *IDG New Zealand*

6

Alice Leightheiser *CXO Media*
Lizah Aman *IDC Malaysia*
Theres Delking *IDG Sweden*

5

Timothy Horgan *CXO Media*
Stefan Bohlin *IDG Sweden*
Elisabeth Alduren *IDG Sweden*
Danielle Levitas *IDC*
Ximena Reu *IDG Books*
Shawn Aylsworth *IDG Books*
Shelley Lea *IDG Books*

4

Andrew Hub *IDG Communications*
Sandra Ng *IDC Singapore*
Michael Cousins *IDC*
Alison Fennings Wetherall *PC World*
Steven Hayes *IDG Books*

3

Louise Cupelli *CXO Media*
Toshiyuki Higuchi *IDG Japan*
Rosi Moser-Muller *IDG Austria*
Camilla Hedin *IDG Sweden*
JoAnn Cannon *InfoWorld*
Cathy Krizik *InfoWorld*
Brian Kramer *IDG Books*
Christy Clinton *IDG Books*

2

Joseph Norton *IDG*
Christine Gould *IDG Australia*
Sheila McGovern *IDC U.K.*
Marie Sorberg *IDG Sweden*
Susan Morrison *FCW Government Tech. Group*
Demetra Georgakopoulos *IDC*

1

Mike Udabage *IDG Australia*
Joel Martin *IDC Australia*
Lisa Li *IDC China*
Angeline Hon *IDC Singapore*
Therese Gonzalez *ITworld.com*
Dale Myers *InfoWorld*
David Lee *IDC*
Cushing Anderson *IDC*
Jim Hutson *PC World*
Shelley Norris *IDG Books*
Leonard Leong *IDG Books*
Melencio Abueg *IDG Books*

Send anniversary information to *IDG World Update* at world_update@idg.com.

Pet's balloon fascination may land *NWW*'s Donna Pomponi on national TV

Fans of late-night TV host David Letterman are used to seeing animals perform all sorts of bizarre stunts on the show. But this October, when IDG night owls tune in to watch the show's monthly Stupid Pet Tricks segment, they just might see someone they know on the other end of the leash.

Donna Pomponi, regional manager at Network World and a 20-year veteran of IDG, is also the owner of Baci, a five-year-old English cocker spaniel with a nose for balloons.

"We discovered this talent purely by accident," claimed Pomponi, who recalled how Baci "just sort of went crazy" when a young visitor to her home brought along a balloon one day about a year ago. "She started barking and wouldn't leave him alone," Pomponi said, adding that they decided to throw Baci the balloon to see what would happen.

Baci spent the next hour or so chasing the balloon all over the yard, batting it with her nose and never letting it touch the ground. Several months later, when a radio commercial announced that entries were being accepted for the Purina-sponsored New England regional Stupid Pet Tricks contest, Pomponi said she decided to enter Baci on a lark.

Baci's performance, which took place last month in front of a crowd of shoppers at a Boston-area mall, went so well that the host asked if Baci might be persuaded to bounce a couple dozen beach balls he happened to have on hand out to the audience.

Beggin' Strips
Beggin' Strips
Stupid Dog Tricks Contest
FIRST PLACE
Beggin' Strips
BOSTON
June 24th, 2000

Baci — and her owner **Donna Pomponi** — savor her first place win. Baci is in the running for a spot on an upcoming Stupid Pet Tricks segment on the Late Night with David Letterman show.

Pomponi said sure, the audience loved it, and Baci landed in the winner's circle. Along with her $500 prize, a couple of leashes, and year's supply of dog treats, Baci's taped performance will be evaluated by the judges for a possible appearance on an upcoming Late Night with David Letterman show.

While awaiting the judges' decision, Baci continues to hone her craft and recently made a live appearance at Network World. According to Pomponi, "Baci was such a big hit, I may take her on sales calls and have her perform with NWW beach balls!"

Anyone wanting to catch a short glimpse of Baci in action may do so by logging on to the purina.com site. WU

celebrating 10!

Name
Solange Cristina Ciavatta Kutuchian

Home
São Paulo, Brazil

Joined IDG Brazil
In 1984 as a sales representative.

Career path since joining IDG
Sales representative, then sales supervisor, both for different print publications. Currently Web sales manager, coordinating IDG Brazil's online business.

Best part of your job
Negotiating with my clients.

I joined IDG
Because in the IT Brazilian market, IDG is the best-known publishing house, and it's a good place to work with a nice atmosphere.

If you could change one thing about IDG, what would it be?
I would create the Human Resources department.

Best compliment you've ever received on your work?
The 10th anniversary award.

Family
Husband Peter, daughter Giulia, 10, and son Gian Luca, 7.

Favorite Web sites
IDG Now! (www.idgnow.com.br); Eye4u.com (www.eye4u.com), a very interesting site that shows different materials and production using Flash technology; and *Elle* magazine's site (www.elle.com.au).

Fantasy job
I would like to see IDG Brazil's IDG Now! site made into a second IDG business unit in Brazil.

*IDG Chairman **Pat McGovern** recently invited **Solange Ciavatta** to dine at the Intercontinental restaurant in São Paulo to celebrate her 10th anniversary with IDG Brazil.*

As a kid, what did you want to be when you grew up?
Ballerina.

First job
Receptionist.

One possession you'd grab if your house were on fire?
My children.

If you won the lottery tomorrow, you would
Help the poor and move into a nice house on the beach.

Retirement dreams?
Travel a lot.

Manager's profile
"Solange is a very important employee who has been keeping up with the IDG Brazil history for many years. She is exactly the kind of person who is always ready for a new challenge, just like the one she is tackling now, as a Web sales manager."

– Claudiney Santos, executive manager, IDG Brazil

Employee photo calendar contest deadline approaching fast!

Don't miss your chance to be part of next year's Employee Photo Calendar! Entries are now being accepted and the contest is open to all IDG employees worldwide.

Twelve masterpieces will be selected for inclusion in the calendar that is distributed to all IDG employees worldwide at the end of the year. Here are the rules:

1. You may submit up to two color or black-and-white prints or 35-mm slides that you have taken of any subject. Digital photos must be submitted in printed format for judging. If you submit a digital photo and it is selected to appear in the calendar, you must be prepared to submit the original image file electronically.

2. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s). Note: Please do not write directly on the back of photos! A business card taped to the back of the photo works well. **Photos will not be returned.**

3. Entries must be received by **Monday, Sept. 11**. Send your entries to: *IDG World Update*, Photo Calendar Contest, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A.

4. First, second and third place winners receive $250, $150 and $100, respectively.

5. Questions may be sent to *IDG World Update* at world_update@idg.com.

and finally.

Coming up

DEMOMobile 2000
Sept. 6-8
The Ritz-Carlton Huntington Hotel
Pasadena, Calif.
Contact: IDG Executive Forums.
www.idgexecforums.com

Net Returns 2001
Internet Business Strategies
for Corporate America
Sept. 6-9
The St. Regis Hotel & Resort
Aspen, Colo.
Contact: The Industry Standard
Tel: 415-733-5400
www.thestandard.com/events/netreturns2001

European IT Forum
Sept. 11-13
Grimaldi Forum
Monte Carlo, Monaco
www.idc.com/events

IDG WorldUpdate

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

IDG WorldUpdate

28 AUGUST 2000
VOLUME 30, NUMBER 35

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

InfoWorld supplement gives promising start-ups high-value advertising option

coolcompanies
hot
products

Emerging high-tech companies can gain exposure to more than 500,000 readers by advertising in Cool Companies Hot Products, which will run in both InfoWorld and CIO.

How does an up-and-coming high-tech company with a great product but no advertising budget get itself noticed? One great way is to take part in *InfoWorld*'s annual Cool Companies Hot Products supplement.

Launched in 1998, this innovative supplement provides emerging start-ups with a high-value means to gain exposure to hundreds of thousands of readers. *InfoWorld* contracts with an outside marketing firm whose writers work with the advertisers to create a single page of content focused on the advertiser and its product or service. The last several supplements have also appeared in *CIO* magazine, bringing the total circulation to more than 500,000.

In addition, the CEO of each company participating in the supplement receives an invitation to participate in "An Evening of Vision," a private dinner at the home of IDG Chairman **Pat McGovern** and his wife Lore. This year's event took place earlier this month with 35 guests including a dozen CEOs, representatives from InfoWorld and a number of CTOs from InfoWorld's CTO Advisory Council.

Pat McGovern *and his wife Lore opened their home for "An Evening of Vision" earlier this month. Among the small group of invited guests were CEOs of emerging high-tech companies that participated in InfoWorld's Cool Companies Hot Products advertising supplement.*

"New technology companies and innovative solutions are driving the use of technology in the enterprise," said *InfoWorld* Publisher **Bob Maund**. "Therefore, we created this special supplement several years ago as a service for promising startups to provide access to our readers while allowing *InfoWorld* to build relationships with tomorrow's technology leaders."

"The dinner is a very special opportunity for these e-business leaders to engage in a spirited discus-

continued on page 5

CW Schweiz celebrates 15th birthday with redesign, client party

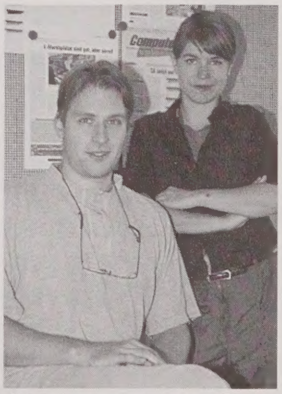
Computerworld

Butler ohne Hand und Fuss

Computerworld Schweiz recently celebrated its 15th anniversary as the leading local publication for Swiss CIOs and IT decision-makers with a new design, a new editor-in-chief and an event for its partners, clients and staff.

Redesigned by its in-house art directors, the weekly now offers more graphics, more news and background stories on both the Swiss IT arena and the global ones of the Internet, telecommunications and business computing, as well as hardware and software product tests and comparisons. The publication has a circulation of 12,000 and a staff of 20.

During the anniversary party for the more than 400 guests held at the Swiss Stock Exchange, **Gebhard Osterwalder**, managing director of IDG Switzerland, introduced *CW Schweiz*'s new Editor-in-Chief **Karlheinz Pichler**. An IDG Switzerland employee since last last year, Pichler is charged with deepening the publi-cation's technology coverage to differentiate it from that of the daily publications that can react more quickly to



IDG Switzerland art directors ***Thomas Hürlimann*** *and* ***Judith Ender***

continued on page 5

in brief

newsworthy

PC World's "Wired Schools" article wins public service award

Are Wired Schools Failing Our Kids?

PC World shares its award with a public school in West Virginia.

The awards continue to mount up on *PC World*'s mantel. Last month the publication won the William D. Littleford Award for Public Service for its feature article "Are Wired Schools Failing Our Kids?"

The September 1999 feature was written by Contributing Editor Roberta Furger, copy edited by **Steven Gray** and spearheaded in-house by former *PCW* Editors Vince Bielski and Dan Tynan and Designer Tim Luddy.

Bestowed by American Business Media, which also presents the annual Neal Awards for editorial excellence in the business press, the Littleford Award honors outstanding business articles on issues of public concern.

The award is given both to the magazine and a subject of the article – *PCW* shares its award with Kanawha City Elementary School, a public school in West Virginia that was one example of a wired school that's not failing its kids. This was the third annual Littleford Award and the second time *PC World* has received it. WU

Short takes

- The **Computerworld/InfoWorld Global Product Line Meeting** is set for Oct. 20-22 in Oslo, Norway. For more information, contact Siri Herud at siri.herud@idg.no.

- The sister company of Ediworld S.A., **IDG's publishing licensee in Ecuador**, organized the 19th annual International Computer Fair, "COMPU 2000," in July that drew 38,865 attendees to Guayaquil; *PC World Ecuador* and *Computerworld Ecuador* had high visibility during the event.

- **IDG World Expo/Asia** organized Digital World 2000 earlier this month in Hong Kong. The four-day event, which drew close to 100,000 visitors, is an annual consumer-oriented expo showcasing the latest developments in audio-visual, entertainment, education, communication, multimedia and computing. WU

U.S. health plan changes must be made by Sept. 1

Medical Open Enrollment is being held during August for IDG's U.S. employees. During this time you have the opportunity to review your current health plan elections, assess your needs and make changes if applicable. This is the one time during the year that you may make a change without a qualifying "life status" event occurring.

The deadline for making changes is Friday, Sept. 1. If you would like to make a change to your current medical plan contact your Human Resource Representative for the necessary forms.

Your elections will remain for one year. The next opportunity to make a change will be Oct. 1, 2001.

All enrollment changes will become effective Oct. 1, 2000, and all payroll contribution changes will affect your Oct. 6 or Oct. 13 paycheck, depending upon your business unit's payroll cycle.

Unicare medical and dental claims due

If you have any outstanding medical or dental claims prior to Sept. 30, 1999 and you haven't sent them in, please submit them to your Human Resource Representative or the Corporate Benefits Department as soon as possible.

Sold-out ICe exhibit space expected in San Jose Sept. 11-14

The 10th edition of the Internet Commerce Expo (ICe) in the U.S. is expected to have a sold-out exhibit floor when the three-day event opens Sept. 11 at the San Jose (Calif.) Convention Center. Owned and managed by IDG World Expo, ICe is the world's largest conference and exhibition focused exclusively on the tools, products and services designed for the business-to-business (B2B) e-commerce industry.

ICe. INTERNET COMMERCE EXPO®

The semi-annual event is slated to draw more than 175 exhibitors and 10,000 attendees. Industry leaders including Microsoft, Sun Microsystems, Computer Associates and EDS as well as a number of e-business startups will be represented, and numerous major product announcements for businesses of all sizes have been timed to coincide with ICe.

The keynote speakers will be U.S. Undersecretary of Commerce for Technology Dr. Cheryl Shavers, Microsoft eBusiness Soutions Group Vice President Peter Boit and ibm.com General Manager Douglas Maine.

IDG's will be visible through media sponsors *Computerworld*, *InfoWorld*, *Network World* and *The Industry Standard*, and IDG Books Worldwide will be the official bookstore. *Network World* Editor-in-Chief **John Dix** will moderate one of the conference presentations "Web Hosting Showdown: Analyzing the Burgeoning Hosting Options."

For more details, go to www.iceexpo.com or contact Marketing Manager **Amy Letichevsky** at amy_letichevsky@idg.com. WU

executive Q and A

Colin Crawford
The president & CEO of Mac Publishing L.L.C. is this week's guest columnist.

Mac Publishing at-a-glance

Year *Macworld* magazine launched 1984

Year partnership with Ziff established 1997

Ownership structure Mac Publishing L.L.C is a 50:50 joint venture between IDG and Ziff-Davis Publishing. The Board comprises IDG VP/Finance **Jim Ghirardi** and IDG VP/Business Operations and Legal Affairs **Kevin Krull** and Jim Dunning and Tom McGrade from ZD. Advisors from both companies help plan long-term strategy.

Location San Francisco

Number of employees 85

Web sites
www.macworld.com
www.macweek.com
www.maccentral.com
www.macbuy.com

Top 3 goals for 2001

- Develop an aggressive growth strategy for Mac Publishing.
- Continue the integration of the print and online products.
- Deliver an agreed budget.

Q How does the historically competitive relationship between IDG and Ziff affect you as an administrator or the employees?

A At a senior level, the relationship is very strong as both companies recognize the importance of Mac Publishing. The joint venture has given both organizations a beneficial insight into each other's culture and business practices. Of course, the competitive spirit remains intense at the individual business unit level where there is direct competition between products.

Q Who is in the Mac Publishing market and what is *Macworld*'s competitive position?

A Since the merger of *MacUser* into *Macworld*, we have occupied a dominant position in the market place. However, there are a number of small niche publications including *MacHomeJournal*, *MacAddict* and *MacToday*. Although we have no direct competition our team is far from complacent and has recently completed a redesign of the print publication and a complete restructure of the Macworld.com Web site. The overarching goal is to ensure that our properties meet the current and changing needs of our readers.

Q To what extent does your business unit interact with other *Macworld*s around the globe?

A We have a Global Support Unit integrated into our marketing group that is managed by **Sharon Cordesse** (sharon_cordesse@macworld.com). On a monthly basis we provide the international publications with editorial and design content via CD and ftp. We help co-ordinate special programs, for example, a MacOS X developer program for Europe that Apple will subsidize. Additionally we support our international colleagues at the two U.S. Macworld Expos where we also host a product line meeting to share best practises.

Q Describe your Web site's online strategy.

A This could be a whole article in itself! We've structured Macworld.com around general themes and special interest subject pages. The editorial goal is to provide general topics of broad interest: Get Inspired, Get Working, Get a Life, etc. as well as targeted special interest subject areas such as Photoshop, iMovie, MacOS X. Our intention is for the subject pages to build special interest communities.

The structure for subject pages is scalable and we can easily add new areas based on reader needs. We launched with around 40 subject pages, some auto generated and others managed by our online editors. Content in the subject pages can come from *Macworld* editorial, vendors and the community. From a business perspective we are focusing more on sponsorship models than just selling banners and tiles.

MacBuy - the Macworld Price Finder is a comprehensive pricing and availability service that will be fully integrated into Macworld.com. Online users will have the ability to read *Macworld*'s product reviews, check out pricing and availability and then buy from their vendor of choice.

Q What's your company's role vis-a-vis Macworld Expo? What kind of impact does the event have on your publication/company?

A Having two U.S. Expos, one in January and the other in July, is highly beneficial for the publication. Many vendors announce new products at these events so our Expo issues receive additional advertising. In addition, we have worked with IDG to promote pre-registration to Macworld Expos by offering a trial subscription to *Macworld* magazine; at Macworld Expo/New York this past July we received more than 11,000 sign-ups. The consistent use of the *Macworld* logo at the trade shows really helps to market our brand. We also have a highly successful co-marketing arrangement with IDG Books that further helps reinforce the *Macworld* brand across different products.

Q What do you think about the future of the Apple marketplace?

A Since it's inception, Apple has been one of the most innovative companies in the computer industry. The introduction of the iMac two years ago redefined consumer computers; the G4 Cube recently introduced at Macworld Expo has set a new standard for design and functionality for the high end consumer/prosumer market, and Apple products remain the preferred choice of content creation professionals. I'm confident that the release of MacOS X will set a new standard for operating systems and, with Unix as its foundation, Apple will have the opportunity to grow its market. Under the leadership of Steve Jobs, Apple is a company impossible to ignore and will continue to be a significant force in the industry.

Colin Crawford may be reached at colin_crawford@macworld.com.

Corporate STARs display exemplary performance

Head's up!

LISA LAUZE

***Laura Brady**, the real **Ted Bloom**, and the winning head.*

Food, fun and games were all part of the summer outing at which the Corporate STAR Awards were given. Office Services Manager **Lucy Sheehan**, Office Support Supervisor **Brad Nickerson** and Office Services Coordinator **Dan Terra** organized the activities, including a "Draw Ted's Head" contest that challenged participants to render the most realistic portrait of IDG Vice President and Corporate Controller **Ted Bloom**.

Bookkeeper **Laura Brady** won first prize in the contest, and all the masterpieces went on display back at the 5 Speen Street office in Framingham.

Four Framingham, Mass.-based employees were presented with IDG Corporate Boviard STAR Awards at last month's summer picnic, held at the Warren Conference Center in Ashland, Mass. Presented twice a year in recognition of outstanding Service, Teamwork and Results provided to colleagues and clients, the awards honor the memory of former IDG Corporate Credit Manager Jay Boviard.

Employees are nominated by peers and internal clients and all nominations are reviewed by the selection committee comprising **Ted Bloom**, vice president, corporate controller and treasurer; **Jayne Enos**, vice president, tax, and **Julie Lynch**, manager, human resources. Winners receive an engraved crystal star and plaque recognizing the accomplishment, as well as a cash prize. Below are excerpts from the winners' nominations.

Michele Peoples

Research Manager,
IDG Research Services Group

IDG WORLD UPDATE

"Michele is consistently helpful and has advised on and implemented surveys for all members of the *PC World* Research Department. Her years of experience with *PC World*'s research has been especially valuable. Michele is definitely a 'star.' Despite the time difference between San Francisco and Boston, Michele is responsive in handling requests. She proactively anticipates problems, provides frequent project updates and keeps projects on schedule. Michele's experience in handling *PC World* research is reflected in her ability to anticipate and prevent problems. She is results-oriented in not only anticipating problems but providing solutions to solve them. We always have confidence in results from research projects she has handled."

Doreen Ferguson

Senior Credit Analyst,
IDG Credit

IDG WORLD UPDATE

"Most of the time you don't even know that Doreen is working on your account – which is to say she keeps things running smoothly. On the rare occasion when Doreen needs to correct a problem in collection, she goes to great lengths to make it easy for our clients to solve the situation. Although the clients may owe us money, Doreen always conducts herself like she is servicing key customers. They feel it and respond accordingly. Doreen is responsible for an area that most of IDG's Sales and Support people don't understand or consider part of their responsibility. When she enlists your help on a project, her clarity, enthusiasm and support make it easy to join her team. For the largest customers, Doreen has reduced outstanding receivable balances and gets the client paid faster. Her success increases IDG's profitability everyday. Customers give positive feedback on her general service and disposition."

Ify Orakwue

Staff Accountant,
IDG Accounting

IDG WORLD UPDATE

"Ify is extremely helpful in getting things completed for World Expo and goes about it in a pleasant manner. Although World Expo is not her only business unit, the attention she gives makes it seem that way. Ify has always shown initiative in resolving work-related issues. She is very easy to work with and always has suggestions for problems. She is always willing and glad to lend a helping hand. Ify has been relentless in her pursuit to solve complicated issues. Dealing with the bank is a most difficult and frustrating task, and Ify jumps right in to get results. I don't know exactly what she says to the bank, but she must jump through hoops of fire to get them to cooperate!"

Connie Raleigh

Training and Development Specialist,
IDG Training & Development

"Through Connie's work on the employee survey, she has serviced every department across IDG by orchestrating the delivery of an improved instrument on time and navigating the multi-step approval and participation process of many players at many levels across the organization. Connie's work on the survey was all about teamwork. She facilitated an extremely complex process whereby she needed to ask for input from many different players, incorporate this input, go through an approval process and deliver a survey that was meaningful across the organization. Through Connie's diligence, IDG and all its employees benefited by having an improved survey on time."

IDG

Week of August 28, 2000

Graphic Designer (Computerworld)

Computerworld is seeking a Graphic Designer. We are a creative and energetic design team looking for a like-minded designer join us in a dynamic news-weekly environment. The ideal candidate will possess 3+ years of editorial design experience. Responsibilities will include designing feature and news layouts, information graphics and art directing illustration and photography. Candidates should have a degree in graphic design, a strong editorial design portfolio, a firm understanding of typography, QuarkXpress and Photoshop proficiency and knowledge of 4-color production in a Mac environment. *Location: Framingham MA*
Contact: P. Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@computerworld.com

Event Program Coordinator (Computerworld)

In this position you will be responsible for the on-line, pre-conference and on-site conference registration process and system management. You will be designated as the primary contact for incoming calls and contacts regarding registrations, questions and answers, group pricing, etc. This will include preparing confirmations, reports, physical badges, as well as processing payment. Working closely with the Website management staff, you will also be responsible for keeping the registration information current and the system performing as intended. You will also assist in various telemarketing and other sales and customer support functions for the ongoing event marketing/management mission of the group. Strong telemarketing, sales presentation/closing skills are required. This position requires a very high-energy, team-oriented individual who has the ability to take initiative and work with minimal supervision. Strong IT skills including familiarity with the Internet and web-based research, PC literacy in Word, Powerpoint and Excel.
Location: Framingham MA
Contact: P. Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@computerworld.com

Field Marketing Executive (Computerworld)

Computerworld is seeking a Field Marketing Executive to own "B" and "C" level accounts, work with Account Directors on "A" level accounts, pursue assigned advertising sales opportunities and prospecting territories, use solutions-selling techniques to create powerful sales and marketing strategies, and grow existing business from Computerworld customers. Heavy current emphasis on print advertising, but requires the selling of multiple Computerworld products (print, online, research, custom publishing, events, book deals, etc.) to customers and their advertising agencies. Will also participate on the Field Marketing team to develop powerful sales tools for the national sales team. Advertising sales experience is required, preferably in the IT industry. Contacts in the computer industry a plus. Knowledge of technology, Internet Commerce and Telecommunications is also desired. Requires excellent verbal and written communication, superior organizational skills, and strong self-motivation skills. Closing skills and collaborative, creative problem-solving teamwork are also a large part of the job. A minimum of 3-5 years of experience in customer-focused sales environment and a bachelor's degree or equivalent work experience are required. *Location: San Mateo CA*
Contact: P. Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@computerworld.com

Inside Sales Representative (Computerworld)

Computerworld is seeking an inside sales professional. In addition to being responsible for a sizable territory, prospecting new business, maintaining and growing an installed base of accounts, this candidate will partner with and be a valuable part of a team effort with Account Directors and Field Marketing Executives in their efforts to sell ROP, conferences and on-line advertising. 3+ years inside/outside sales experience required, preferably in publishing. Telemarketing skills, PC proficiency, knowledge of the computer industry and the ability to work in a fast-paced environment are also necessary. *Location: Framingham MA*
Contact: P. Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@computerworld.com

Sales Associate (Computerworld)

The Sales Associate position is responsible for providing sales and administrative support for the Account Director in a given territory. The Sales Associate handles a variety of publishing functions from media kit fulfillment to customer service. This position requires excellent communication and organizational skills and the ability to handle a busy working environment and multiple tasks. Attention to detail and follow-up are critical. Teamwork and can-do attitude is a necessity. Knowledge of technology, and/or publishing, advertising agency experience, is a plus. A minimum of 1-5 years of office experience and a bachelor's degree or equivalent work experience are also required. *Location: San Mateo CA*
Contact: P. Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@computerworld.com

Copy Chief (CXO Media)

The Copy Chief will oversee the copy editing function for both CIO and Darwin magazines, promoting and ensuring the high-quality standards for which CXO Media is known. Will be responsible for managing, hiring, training and inspiring copy editors; will organize and deploy the team across our two publications and maintain style guides for both magazines. The Copy Chief will edit copy for style, clarity and correctness; proofread materials at various stages of production; and work with production editor and designers to coordinate copy traffic. Requirements: Minimum three years of copy-editing experience, preferably at a magazine, as well as experience managing others. Quality obsession and attention to detail is essential. Must work well in a team environment and be able to motivate and inspire the people in this critical function. Familiarity with business and technology issues is a plus, as is experience with Macintosh, Word, Quark, QPS, Lotus Notes, e-mail and online technologies. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Managing Editor, Production (CXO Media)

This individual will manage the editorial production process for both CIO and Darwin magazines, from issue planning and assignment through shipping. Responsibilities include planning, coordinating and communicating production and workflow issues across the two publications, working closely with the managing editors and designers and the copy team. The ME Production will produce and maintain the annual editorial production schedules and issue-by-issue lineups for both publications. He or she will work closely with people in editorial, design, production and IS and serve as a member of the editorial management team. The research manager and copy chief will report to this position. We use the Quark Publishing System (QPS); this individual must understand and make best use of this system's capabilities, train others in its use, and work with the IS department on system enhancements, problems and upgrades. We are looking for a detail-oriented individual who is able to juggle multiple assignments and work and communicate well with a wide variety of people, personalities and working styles. Must have 3-5 years management experience and familiarity with the copy editing and fact checking functions. The ideal candidate will be good at creative problem solving and negotiations and interested in improving work processes. Should be proficient on both Macintosh and PC platforms, including Microsoft Word, Quark and QPS.
Location: Framingham MA
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Analyst, Account Manager, IT Advisor (IDC)

IDC's IT Advisor Program is a service geared towards the IT information requirements of commercial and government organizations. The program is designed to provide on-point research and inquiry support to its customer base, which includes many of the largest Fortune 500 companies. The analyst/account manager supports a defined account base through both proactive and reactive interactions with clients. The analyst's responsibilities include client account management, inquiry support, business development and custom project management (both client driven and program specific). This person will be responsible for maintaining a knowledge of IDC products and key topics of interest to IT organizations and professionals. Candidates should possess strong customer service skills, excellent oral and written communication skills, and the ability to work collaboratively. An understanding of technology is also helpful. *Location: Framingham MA*
Contact: A. Schneider, Fax: 508-935-4432, Phone: 508-935-4419, Email: idc_jobs@idc.com

Associate Research Analyst, Software (IDC)

The IDC Software Research Group seeks an Associate Research Analyst to work on the Services Supply Chain Vertical Applications Program (including the red-hot market for professional-services automation applications), and work across the Enterprise Applications department in support of supply-side database development and all levels of qualitative supply-side research. Responsibilities will include conducting secondary research; writing research deliverables; building relationships with clients, prospects and vendors; responding to client inquiries; supporting custom consulting projects; and contributing to future development and growth of the program through activities in the areas of sales and research planning. The successful candidate will have frequent contact with the press, and application-industry marketing executives. Qualified individuals will have very strong writing, analytical and quantitative skills as well as the ability to demonstrate initiative and balance multiple roles simultaneously. Excellent client relationship and presentation skills are also required. Knowledge of application technology issues and suppliers, and one year of experience in market research (with vendor or research firm) required. Master’s degree in a professional field such as business or international affairs is a major plus.
Location: Framingham MA
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Inquiry Analyst, Consumer & Peripherals (IDC)

The role of an Inquiry Analyst at IDC is to partner with an IDC Research Group in providing clients with inquiry and research support. In this role, the Inquiry Analyst will be working with the clients and analysts associated with IDC’s Consumer and Peripherals Research. Additional responsibilities include: client/contact information management, inquiry usage tracking, collaboration with the Consumer and Peripherals Research groups, IDCInquire and Sales. The analyst will become knowledgeable in IDC's research and draw from these resources in supporting the customer's information needs. The Inquiry Analyst will also be responsible for remaining current on IT industry news and events. As the key interface for many customers, the ideal candidate should have: BA/BS preferred; 2-4 years of professional/internship experience; demonstrated customer service skills; excellent oral and written communication skills; team player; ability to manage multiple tasks/projects simultaneously. The Inquiry Analyst role is the first step in the "Analyst Career Path" at IDC and provides you with the opportunity to learn about a particular technology market and it’s trends. Computer skills and knowledge of the IT industry are strongly preferred. *Location: Framingham MA*
Contact: A. Schneider, Fax: 508-935-4432, Phone: 508-935-4419, Email: idc_jobs@idc.com

Inquiry Analyst, Services (IDC)

The role of an Inquiry Analyst at IDC is to partner with an IDC Research Group in providing clients with inquiry and research support. In this role, the Inquiry Analyst will be working with the clients and analysts associated with IDC’s Services Research. Additional responsibilities include: client/contact information management, inquiry usage tracking, collaboration with the Services group, IDCInquire and Sales. The analyst will become knowledgeable in IDC's research and draw from these resources in supporting the customer's information needs. The Inquiry Analyst will also be responsible for remaining current on IT industry news and events. As the key interface for many customers, the ideal candidate should have: BA/BS preferred; 2-4 years of professional/internship experience; demonstrated customer service skills; excellent oral and written communication skills; team player; ability to manage multiple tasks/projects simultaneously. The Inquiry Analyst role is the first step in the "Analyst Career Path" at IDC and provides you with the opportunity to learn about a particular technology market and it’s trends. Computer skills and knowledge of the IT industry are strongly preferred. *Location: Framingham MA*
Contact: A. Schneider, Fax: 508-935-4432, Phone: 508-935-4419, Email: idc_jobs@idc.com

Inquiry Analyst, Telecommunications (IDC)

The role of an Inquiry Analyst at IDC is to partner with an IDC Research Group in providing clients with inquiry and research support. In this role, the Inquiry Analyst will be working with the clients and analysts associated with IDC's Telecommunications Research. Additional responsibilities include: client/contact information management, inquiry usage tracking, collaboration with the Telecom group, IDCInquire and Sales. The analyst will become knowledgeable in IDC's research and draw from these resources in supporting the customer's information needs. The Inquiry Analyst will also be responsible for remaining current on IT industry news and events. As the key interface for many customers, the ideal candidate should have: BA/BS preferred; 2-4 years of professional/internship experience; demonstrated customer service skills; excellent oral and written communication skills; team player; ability to manage multiple tasks/projects simultaneously. The Inquiry Analyst role is the first step in the "Analyst Career Path" at IDC and provides you with the opportunity to learn about a particular technology market and it's trends. Computer skills and knowledge of the IT industry are strongly preferred. *Location: Framingham MA*

Contact: A. Schneider, Fax: 508-935-4432, Phone: 508-935-4419, Email: idc_jobs@idc.com

Research Analyst, US Quarterly Printer Tracker (IDC)

IDC is seeking a research analyst to support the US Quarterly Printer Tracker. This analyst will work closely with the WW Quarterly Printer Tracker analysts to ensure consistency and data integrity. Responsibilities include US vendor shipment research through vendor and channel interviews, identification and resolution of any discrepancies with the WW Quarterly Printer Tracker data, overall accurate compilation of US data, and compilation, production, and distribution of US data to clients. Experience with data-intensive projects and data manipulation software (MS Excel, MS Access, etc.) is highly desirable. Knowledge of the printer market is a plus. *Location: Framingham MA*

Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Program Marketing & Enrollment Assistant (IDG Communications)

Part of our Corporate Mission at IDG is "to provide a stimulating, creative and rewarding" work environment. Our professional, high-quality training and employee development are vital ingredients in this effort. In this entry-level position, the Marketing & Enrollment Assistant will promote and support the IDG Training & Development Programs with direction from the Sr. Training Coordinator by marketing programs; responding to inquiries; overseeing enrollments, cancellations and evaluations; and reporting on utilization. The Assistant will also organize on- and off-site meetings and conferences, oversee our resource library and assist in researching and securing quality instructors. This position will be molded in part by the strengths demonstrated by the successful candidate. Minimum Requirements: Bachelor's Degree, plus at least 6 months of marketing/ PR/ Business internship; Microsoft Office skills, excellent verbal & written communication skills, polished customer service skills, and a commitment and desire to learn, grow, and be challenged with diverse duties daily. *Location: Framingham MA*

Contact: J. Carty, Fax: 508-935-4600, Phone: 508-935-4480, Email: jennifer_carty@idg.com

Project and Program Logistics Coordinator (IDG Communications)

In this challenging and highly visible position, 50% of your time will be spent supporting the Sr. Training & Development Specialist in preparing & conducting surveys; eliciting and delivering employee feedback to U.S. and International Management teams while also promoting mutually-supportive solutions and training. The other 50% of your responsibilities will include domestic, European and Asia training logistics; event management; securing & retaining outside vendors; client needs analysis and research re: training resources for internal business unit clients. This position is a unique opportunity for a dynamic individual to learn the inner operations of a large international organization as well as learning how to proactively communicate and influence people at all levels of an organization. Minimum Requirements: Bachelor's Degree with 1+ year of solid business experience together with excellent verbal and written communication skills, above-average process/ project management and analytical skills; demonstrated commitment to customer service, creativity, resourcefulness, flexibility and attention to detail. Microsoft Office applications required. Marketing, Event Logistics, Psychology or Human Behavior experience is a strong plus. *Location: Framingham MA*

Contact: J. Carty, Fax: 508-935-4600, Phone: 508-935-4480, Email: jennifer_carty@idg.com

Editorial Assistant (IDG Books Worldwide)

Provides administrative support to the VP and Publisher, as well as assist the editors with map work and fact checking. Successful candidate is detail oriented, organized, and proactive. Candidates should have at least one year of office experience and a passion for travel. Must have excellent communication and MS Office skills. Degree preferred. *Location: New York NY*

Contact: J. Meyers, Fax: 212-884-5547, Email: nyjobs@idgbooks.com

Business Development Manager (IDG Books Worldwide)

IDG Books is seeking NY-based Business Development Manager to help build sales, strategic partnerships and new business generation for Frommers.com and other properties (Dummies.com, Idgbooks.com, Hungryminds.com, Cliffsnotes.com). Responsibilities include prospecting and developing partnerships with on-line partners as well as tracking the on-line industry and developing appropriate strategic programs. Evaluating financial models and ROI on various deals is critical. Additionally, you must work on implementation and project details when needed and maintain on-going account management responsibilities. Must possess strong prospecting, presentation and closing skills and have proven track record attaining goals; 6+ years experience business development; 2+ years Internet experience; excellent analytical skills and being well organized is imperative. You must have a top-notch reputation in the market place and work collaboratively and be able to work and manage long distance. Travel is required. *Location: New York NY*

Contact: S. Sickley, Fax: 415-277-2550, Email: ssickley@idgbooks.com

Senior Account Executive (IDG Books Worldwide)
IDG Books is seeking an experienced NY-based Senior Account Executive to lead sales opportunities for territory East of the Mississippi selling our knowledge network and media sales. Core responsibilities include managing the entire sales cycle from prospecting and making sales presentations to negotiating and the closing of deals and forecasting and managing a revenue target while establishing and reaching quarterly goals. Must coordinate internally with sales teams and cross functions and lever internal resources to accomplish objectives and problem solve. The ideal candidate would have previous Internet sales experience; 2+ year of online media sales; must have NY agency contacts; strong prospecting, presentation and closing skills is a must. Excellent analytical skills; ability to think "outside the box;" must have a top quality reputation in the marketplace. Ability to work and manage long distance; strong independence. Travel is required. *Location: New York NY*
Contact: S. Sickley, Fax: 415-277-2550, Email: ssickley@idgbooks.com

Senior Account Executive (IDG Books Worldwide)
IDG Books is seeking a Senior Account Executive to sell media, banners, buttons, sponsorships newsletters into advertising agencies and businesses for the Frommers, Cliffsnotes, Dummies and Hungry Minds. Responsibilities include the ability to prospect, make sales presentations, negotiate and close deals while managing the entire sales cycle. Must coordinate and manage third party outside sales team; work with the Director to create special promotional packages and additional inventory to sell; and mentor junior Account Executives. The ideal candidate would have proven experience managing and evolving the complete sales cycle. Previous Internet sales experience a must; 2+ year of online sales experience is required; previous experience building and maintaining client relationships is a must; experience interacting with executive decisions makers is key. Ability to deliver results against plan and close sales is important. Working well cross-functionally and being a team player is critical. You must be highly motivated and possess excellent interpersonal, communication and presentation skills and be well organized. Travel is required. *Location: San Francisco CA*
Contact: S. Sickley, Fax: 415-277-2550, Email: ssickley@idgbooks.com

Associate Publicist (IDG Books Worldwide)
The Associate Publicist will be responsible for booking media tours and author appearances, assist with projects, and write select media material. Candidates must be organized, bright, and a team player. Must have a BA in communications or related field, excellent written and verbal skills, and computer knowledge (Word & Excel). Minimum 2 years experience. *Location: New York NY*
Contact: J. Meyers, Fax: 212-884-5547, Phone: Email: nyjobs@idgbooks.com

Business Development Manager (IDG Global Solutions)
IDG Global Solutions helps the industry's leading IT companies build international brand recognition by developing globally integrated marketing programs via IDG's print, online and exposition products worldwide. Based in SF, the Business Development Manager will report to the Director of Business Development who is based on the East Coast. He/she will be responsible for prospecting and qualifying leads in the western territory and attending industry events, representing IDG's international portfolio of print and online products. The ideal candidate will be assertive and outgoing and have an interest in and aptitude for sales. He/she must be a quick learner who is motivated by new challenges, can work independently, and be a team player. *Location: San Francisco CA*
Contact: E. Intriago, Fax: 305-468-7982, Phone: 305-477-9004, Email: elba_intriago@idg.com

Part-Time Administrative Assistant (IDG Global Solutions)
IDG Global Solutions seeks an Administrative Assistant to work with and support the operations and sales team. The Administrative Assistant will assist with the invoicing process (including resolving invoicing problems), communicating with our international IDG offices, sorting incoming mail, filing, organizing/maintaining the media library, and assisting with miscellaneous tasks as needed. In addition, the individual in this position will assist the sales team with compiling media kits, utilizing the sales databases, entering advertising space orders in the department sales order system database, and providing general administrative support (faxing, filing, copying). The environment is fast-paced and requires superb attention to detail, strong organizational skills, excellent phone skills, and a 'can-do' client-service attitude. Candidates should have exceptional written and verbal communication skills with a demonstrated ability to work as a team. Proficiency in Lotus Notes, MS Excel, and MS Word required. Fluency in a second language a definite plus. This position is 20 hrs/week with some flexibility. *Location: Framingham MA*
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-988-6832, Email: christine_moloney@idg.com

Event Operations Coordinator (IDG World Expo Company)
IDG World Expo Company is seeking an Event Operations Coordinator to support the Operations Manager on all operational and logistical aspects for industry trade shows. Responsibilities include exhibitor services, in-hall logistics, such as placing orders for telecommunications, security, room layouts, catering, and signage, as well as on-site registration operations. Two years related experience, industry knowledge, and excellent communication skills required. The position requires a high energy, team oriented individual who has solid organizational and PC skills (MS Word and Excel), and can operate effectively in a growth-oriented environment. Travel Required. *Location: Framingham MA*
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

Associate Art Director (InfoWorld)
InfoWorld is seeking a talented professional to lay out pages and art direct photography and illustration for our weekly technology magazine. You can be part of a creative team working within a collaborative environment, in a well-established and thriving company. Quark Xpress, Adobe Illustrator and Photoshop skills are required, along with 3 years of real world design experience.
Location: San Mateo CA
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: shirley_mcdaniel@IWP

Research Analyst (InfoWorld)
InfoWorld Media Group, publisher of InfoWorld, the award winning IT news publication, developer of Infoworld.com and producer of CTO Forum, seeks dedicated Research Analyst to conduct analyses of syndicated research studies and manage other research projects. Working closely with the highly visible Research team, you will analyze and interpret data from Ad Measurement studies, Focus Groups and web-based research on the Internet Economy. The ideal candidate will possess exceptional analytical skills, an ability to write concise research reports and the ability to research and analyze Internet trends and e-commerce solutions. Requires strong organizational skills, attention to detail and ability to work on multiple projects at once. BA/BS Degree is essential; as is computer proficiency in Microsoft Word, Excel and PowerPoint. *Location: San Mateo CA*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

Account Executive (InfoWorld)
InfoWorld seeks a self-motivated team player to sell, prospect and maintain print and on-line businesses for our Business Development Group. In this role, the Account Executive will be responsible for making a revenue goal each month within the assigned territory; bring in at least 1 new account each month; maintain a protected account list and an open dialogue on prospective accounts; and establish new sales contacts. The position requires 1-3 years of sales experience; working knowledge of syndicated & market research; a basic understanding of print & on-line advertising; and excellent written/verbal communication skills. PC/Internet Industry knowledge a plus. The ideal candidate will be open to new ideas, have a desire to manage their own accounts and take responsibility for them, possess tenacity and focus, and enjoy working with people. *Location: Paramus NJ*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

Senior Writer (InfoWorld)
InfoWorld, the IT industry's leading newsweekly and web site, is seeking a senior writer to cover networking. The job includes writing breaking news and analysis stories for infoworld.com and the weekly publication, as well as generate and deliver regular feature stories. The successful candidate will have at least three years of IT or general reporting experience and must be able to explain the business impact of new networking technology. *Location: San Mateo CA*
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: shirley_mcdaniel@IWP

Sales Associate (IT Careers)
IT Careers is looking for 2 Sales Associates to support the Director of Ad Sales (East Coast) and the Western Regional Manager (West Coast) in all administrative facets of advertising sales - monitor competitive publications including trade journals, newspapers and internet career sites for recruitment advertising sales and leads and enter into database; manage media kit requests, complimentary list and mailing list; maintain current database on a daily basis; prepare presentation material, proposals, market information, promotional materials, sales summary and correspondence; prepare competitive analysis with other computer related publications and newspapers. Qualifications include a motivated individual with excellent organizational and communication skills, including the ability to prioritize, multi-task and work independently. Pleasant phone manner and ability to work with customers required. Proficiency with Powerpoint, Word, Excel, ACT 4.0, and Lotus Notes. *Location: San Mateo CA*
Contact: L. Browne, Fax: 415-267-1742, Phone: 415-978-3347, Email: lisa_browne@idg.com

Web Producer (ITworld.com)
ITworld.com is looking for experienced web producers to work in our Southborough, MA office. You will work collaboratively with the editorial and production team to create web pages, templates, and graphics to design specifications. Responsible for HTML and CGI production for the ITworld.com sites. Template development and maintenance. Creation of simple Web graphics and the modification and optimization of supplied graphics. Qualified candidates will have 1-2 years' experience in a Web production environment, solid HTML (tables, forms, and frames) production experience without a WYSIWYG editor, a thorough understanding of the Web as a publishing medium, familiarity with JavaScript and CGI, and excellent planning, organizing, and time management skills. Experience with graphics software (Photoshop, Illustrator, and Fireworks, or equivalents), HTML editors (HomeSite or BBEdit) and Internet protocols and procedures (FTP, SSIs, Telnet, etc.) a must. Knowledge of Vignette StoryServer and Tcl a plus.
Location: Southborough MA
Contact: J. Davidson, Fax: 508-303-9788, Phone: 508-269-2964, Email: Jeff_Davidson@ITworld.com

Web Production Manager (ITworld.com)
The Web Production Manager manages a team of Web Producers and Web Developers to maintain the ITworld.com site. Responsibilities include negotiating requirements and schedules with internal clients, assigning resources to projects, coordinating, tracking, and reporting status on client projects. This position is responsible for coordinating the processes between Editorial and Electronic Publishing on an ongoing basis, as well as with other resources such as Design, Engineering, and Systems for some projects. Responsible for maintaining the integrity of the ITworld.com wrapper on our business partner sites, either through a contact at the partner site or by modifying the code directly. Participate in the maintenance of the project tracking system and is a key contact in Electronic Publishing for defining new tools requirements. When the workload requires it, the manager will be expected to perform some of the duties of the web producers. Excellent communication, management, and organizational skills as well as the ability to manage many projects simultaneously are essential. Familiarity with web production concepts and techniques including HTML is required. Experience with HTML tools, image creation tools, JavaScript, Vignette Story Server, XML, and databases is highly desirable.
Location: Southborough MA
Contact: J. Davidson, Fax: 508-303-9788, Phone: 508-269-2964, Email: Jeff_Davidson@ITworld.com

Online Account Executive (Mac Publishing)

Mac Publishing, publishers of MacWorld magazine and the MacWorld.com family of web sites has a position available on its growing Online advertising sales team. With the tremendous growth in the Mac market and the surge in Online advertising this is a great time to be part of the Mac Publishing team. Our sites are the "go to" source for information on Mac products, reviews, and "how to" editorial. In this Online Account Executive position, the ideal candidate will be responsible for maintaining existing online business as well as prospecting heavily for new online business so as to increase online sales revenues. The Account Executive will work closely with the Online Sales Manager (OSM) in implementing sales strategies set by the OSM and other members of the sales management team. Qualifications include a solid and sound understanding of the internet and a preferred understanding of the Mac market. The ideal candidate must have excellent verbal and written communications skills, strong organizational skills, effective time management skills, and the ability to work in a "team" environment. A minimum of 1-2 years sales experience is preferred. *Location: San Francisco CA*
Contact: D. Detlefsen, Fax: 415-243-3656, Phone: 415-243-3598, Email: ddetlefsen@macworld.com

Senior Editor (Mac Publishing)

Mac Publishing LLC seeks a Senior Editor. Responsible for managing the planning, assigning and editing reviews for online and print. The Senior Editor must be very organized, detail oriented and good with deadlines. This position will work closely with Macworld Lab, and outside writers. Candidates should have three or more years of editing experience. Technology journalism and management experience strongly preferred. Any special knowledge/background in a particular part of the Mac market (i.e. publishing, 3D graphics, audio, etc.) a big plus! The ideal candidate will be familiar with major computer companies and be eager to make connections in the Mac community. *Location: San Francisco CA*
Contact: K. DeNike, Fax: 415-442-0766, Phone: 415-243-3573, Email: kristina_denike@macworld.com

Senior Programmer (Mac Publishing)

Mac Publishing seeks a senior Programmer to create and maintain web applications for the Macworld portal sites and the intranet/extranet applications that are associated with the support of those sites. Where necessary, assist the editorial and strategic teams in writing the Functional Specifications for new modules. Write Technical Specifications (identifying specific interfaces, methods, parameters, etc.) as required to achieve the objectives of Functional Specifications. Code server-side modules of the application, typically in Java, ASP, C++, Perl, or SQL. Comment and document all code. Participate in code reviews. Maintain technical specifications for application modules. Maintain quality assurance database structure. Create quality assurance testing for modules and carry out testing if a programmer is not available. Estimate time to complete and meet deadlines. Assess new technologies and determine work with team to determine hardware and application set. Identify third party applications that can be integrated to provide a competitive advantage through additional site(s) functionality. Identify and attend training sessions that expand on programming skills and add depth to existing skills. Manage programming team through leadership and mentoring. Candidates must have BA or BS in Computer Science or equivalent; Minimum 5+ years of experience in programming. Minimum 3+ years of direct management experience. Demonstrated track record of managing and working in a multiple language, cross platform environment, and setting and achieving goals and objectives. Advanced technical training in web application development. Knowledge of Unix, Mac, Netscape Enterprise Server, Apache, Perl, Java and JavaScript, HTML, Object C, and third-party applications that support the publishing environment and workflow. *Location: San Francisco CA*
Contact: P. Forrester, Fax: 415-243-3618, Phone: 415-243-3502, Email: paul_forrester@macworld.com

Internet Sales-Inside (Publish)

Publish Media is seeking a highly motivated inside sales professional to champion advertising and database sales on our niche community web sites. We are looking for a new team member to share in our success, help us maintain our leadership position, and take on new challenges. In this critical role, you will immerse yourself in various technical communities and focus on building new relationships and growing online advertising revenue from banner ad sponsorship sales. You will also focus on email and postal database sales. The ideal candidate will be a proven top performer with at least two years inside sales experience in internet advertising, database, or software sales. If you are passionate about the Internet and wish to join our growing team please contact us. *Location: Topsfield MA*
Contact: C. Smith, Fax: 978-887-3177, Email: newjobs@publish.com

Web Developer (Publish)

Publish Media, LLC, producers of Publish Magazine and publish.com seeks a Web Developer for Publish Media's growing Web site. This individual will work with Publish Media's Web and print editorial and design staff to enhance and extend existing online editorial elements as well as creating design for new ones. Candidates should have a 2-4 years of Web experience and a familiarity with Web tools and related technologies including HTML, DHTML, ASP, SQL, JavaScript, CGI and IIS. Please provide URLs of past projects including a description of your involvement. *Location: Topsfield MA*
Contact: C. Smith, Fax: 978-887-3177, Email: newjobs@publish.com

Account Executive (The Webby Awards)

The Webby Awards is looking for an Account Executive to be responsible for servicing and expanding business as well as pursuing new sponsor opportunities. Candidates must have prior outside sales experience. Candidates must have strong presentation, negotiation, sales administration skills, attention to detail, and be able to work both independently and as a member of the sales team. Position reports to Director of Sales - Laurence Verga. *Location: San Francisco CA*
Contact: L. Verga, Fax: 415-974-7401, Phone: 415-974-7465, Email: laurence@webbyawards.com

Week of August 28, 2000

BU	Category	Title	Location	Contact	Phone#	Fax#
CCI	Sales	Sales/Marketing Account Manager	Boston MA	N. Bohn	P:	F: 617-254-9776
CW	Art/Design	Graphic Designer	Framingham MA	P. Sheer	P: 508-820-8647	F: 508-879-3760
CW	Circ	Circulation Assistant	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	On-line Communities Editor	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Technology Editor	Framingham MA	P. Sheer	P: 508-820-8647	F: 508-879-3760
CW	Edit	Web Designer	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Events	Event Program Coordinator	Framingham MA	P. Sheer	P: 508-820-8647	F: 508-879-3760
CW	Exec	CEO	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
CW	Sales	Account Director	Chicago IL	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Sales	Field Marketing Executive	San Mateo CA	P. Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Inside Sales Representative	Framingham MA	P. Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Sales Associate	Irvine CA	P. Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Sales Associate	San Mateo CA	P. Sheer	P: 508-820-8647	F: 508-879-3760
CXO	Ad Sales	Account Executive	San Francisco CA	S. Brown	P: 508-935-4099	F: 508-935-4600
CXO	Ad Sales	Account Executive	Austin TX	J..Snow	P: 508-935-4631	F: 508-935-4600
CXO	Ad Sales	Account Executive	Northfield IL	J..Snow	P: 508-935-4631	F: 508-935-4600
CXO	Ad Sales	Ad Sales Associate	San Francisco CA	T. Gump	P: 508-935-4766	F: 508-935-4600
CXO	Ad Sales	Ad Sales Associate	Fairfield NJ	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Ad Sales	VP, West Coast Sales	San Francisco CA	S. Brown	P: 508-935-4099	F: 508-935-4600
CXO	Admin	Special Projects Assistant	Framingham MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
CXO	Art/Design	Associate Graphic Designer	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CXO	Art/Design	Graphic Designer	Framingham MA	T. Gump	P:	F: 508-935-4600
CXO	Edit	Copy Chief	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Edit	Copy Editor	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Edit	Editorial Assistant	Framingham MA	J..Snow	P: 508-935-4631	F: 508-935-4600
CXO	Edit	Editorial Production Coordinator	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Edit	Features Writer	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CXO	Edit	Managing Editor, Production	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Exec Progs	Fulfillment Services Coordinator	Framingham MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
CXO	Exec Progs	Program Development Manager	Framingham MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
CXO	Mktg	Director of Marketing Communications	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
FCW	Ad Sales	District Sales Manager	Midwest New England Washington DC	C. Vrabel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Reporter	Falls Church VA	C. Vrabel	P: 703-876-5057	F: 703-876-5089
FCW	Fin	Advertising Financial Coordinator	Falls Church VA	C. Vrabel	P: 703-876-5057	F: 703-876-5089
FCW	Prod	Administrative Assistant	Falls Church VA	C. Vrabel	P: 703-876-5057	F: 703-876-5089
IDC	Admin	Administrative Assistant	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4432
IDC	Admin	Group Operations Coordinator	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Fin	Jr. Staff Accountant	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	HR	Recruiting Specialist, East Coast and West Coast	Framingham MA Mountain View CA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	IS	QA Engineer	Framingham MA	J. Snow	P: 508-935-4631	F: 508-935-4600
IDC	IS	Systems Administrator	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Mktg	Creative Services Manager	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Mktg	Marketing Specialist	Framingham MA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	Mktg	Marketing & Business Development Manager	Miami FL	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Mktg	Promotional Copy Writer	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
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IFW	Mktg	Director of Marketing	San Mateo CA	B. Simkin	P: 650-312-0669	F: 650-312-0690
IFW	Mktg	Event Marketing Manager	San Mateo CA	B. Simkin	P: 650-312-0669	F: 650-312-0690
IFW	On-line	Web Developer	San Mateo CA	L. Wonnacott	P: 650-312-0473	F: 650-312-0668
IFW	Rsch	Research Analyst	San Mateo CA	B. Simkin	P: 650-312-0669	F: 650-312-0690
IFW	Sales	Account Executive	Paramus NJ	B. Simkin	P: 650-312-0669	F: 650-312-0690
IFW	Sales	Advertising Sales Director-West Coast	San Mateo CA	B. Simkin	P: 650-312-0669	F: 650-312-0690
IFW	Sales	District Sales Manager	San Mateo CA	B. Simkin	P: 650-312-0669	F: 650-312-0690
IFW	Web Tech	Senior Writer	San Mateo CA	S. McDaniel	P: 650-312-0631	F: 650-312-0668

BU	Category	Title	Location	Contact	Phone#	Fax#
IFW	Web Tech	Sr. Solaris Web Server Administrator	San Mateo CA	B. Simkin	P: 650-312-0669	F: 650-312-0690
IFW	Web Tech	Web Developer	San Mateo CA	L. Wonnacott	P: 650-312-0473	F: 650-312-0668
IS	Admin	Executive Assistant to CEO	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Circ	Customer Service Representative	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Circ	Web Traffic Coordinator	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Edit	Copy Editor	San Francisco CA	M. Butts	P: 415-733-5473	F: 415-733-5401
IS	Edit	Deputy Managing Editor	San Francisco CA	M. DeLa O	P:	F: 415-733-5403
IS	Edit	Metrics Reporter	San Francisco CA	M. Thompson	P: 415-733-5478	F: 415-733-5403
IS	Edit	Metrics Staff Writer	San Francisco CA	M. Thompson	P: 415-733-5478	F: 415-733-5403
IS	Edit	New Gig Columnist (PT, Contract)	San Francisco CA	P. Traylor	P: 415-591-6982	F: 415-733-5401
IS	Edit	Staff Writer	San Francisco CA	P. Traylor	P: 415-591-6982	F: 415-733-5401
IS	Edit	Web Content Producer	San Francisco CA	H. Boyle	P: 415-617-4117	F: 415-733-5401
IS	Mktg	Director of Marketing & Brand Development	San Francisco CA	K. Zeida	P: 415-733-5449	F: 415-733-5402
IS	Mktg	Marketing Research Analyst	San Francisco CA	S. Riddle	P: 415-617-4164	F: 415-733-5401
IS	Operations	Distribution Manager	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Prod	Production Manager	San Francisco CA	D. McAferty	P: 415-733-5472	F: 415-733-5403
IS	Sales	Account Executive	San Francisco CA	A. O'Hara	P: 415-733-5455	F: 415-733-5401
IS	Web Tech	Associate Producer	San Francisco CA	R. Berkowitz	P: 415-477-2466	F: 415-733-5401
IS	Web Tech	SVP, Interactive	San Francisco CA	A. Patel	P: 415-617-4170	F: 415-733-5401
IS	Web Tech	Web Developer	San Francisco CA	A. Jones	P:	F:
IS	Web Tech	Web Production Assistant	San Francisco CA	D. Newhoff	P: 415-617-4185	F: 415-733-5401
ITCareers	Sales	Regional Sales Manager	San Mateo CA	E. Meyer	P: 212-836-4820	F: 212-836-4318
ITCareers	Sales	Sales Associate	San Mateo CA	L. Browne	P: 415-978-3347	F: 415-267-1742
ITworld	Ad Sales	On-line Account Executive	San Francisco CA	J. Davidson	P: 508-303-9788	F: 508-269-2964
ITworld	Art/Design	Design Director	Southborough MA	J. Davidson	P: 508-303-9788	F: 508-269-2964
ITworld	Exec	Vice President of Technology	Southborough MA	K. McIsaac	P: 508-393-6377	F: 508-303-9788
ITworld	IS	UNIX Administrator	Southborough MA	J. Davidson	P:	F: 508-303-9788
ITworld	Sales	District Sales Manager	New Jersey New York NY	K. McIsaac	P: 508-303-9731	F: 508-303-9788
ITworld	Web Tech	Web Engineer	Southborough MA	K. McIsaac	P: 508-303-9731	F: 508-303-9788
ITworld	Web Tech	Web Producer	San Francisco CA	K. McIsaac	P: 508-303-9731	F: 508-303-9788
ITworld	Web Tech	Web Producer	Southborough MA	J. Davidson	P: 508-269-2964	F: 508-303-9788
ITworld	Web Tech	Web Production Manager	Southborough MA	J. Davidson	P: 508-269-2964	F: 508-303-9788
Mac Pub	Ad Sales	Online Account Executive	San Francisco CA	D. Detlefsen	P: 415-243-3598	F: 415-243-3656
Mac Pub	Admin	Project Coordinator	San Francisco CA	P. Forrester	P: 415-243-3502	F: 415-243-3618
Mac Pub	Art/Design	Art Director	San Francisco CA	E. Leishman	P: 415-243-3639	F: 415-442-0766
Mac Pub	Art/Design	Associate Designer	San Francisco CA	E. Leishman	P: 415-243-3639	F: 415-442-0766
Mac Pub	Art/Design	Online Design Director	San Francisco CA	A. Gore	P: 415-243-3603	F: 415-243-3644
Mac Pub	Edit	Assistant Editor	San Francisco CA	K. DeNike	P: 415-243-3573	F: 415-442-0766
Mac Pub	Edit	Copy Editor	San Francisco CA	C. Purdy	P: 415-243-3596	F: 415-442-0766
Mac Pub	Edit	Senior Editor	San Francisco CA	K. DeNike	P: 415-243-3573	F: 415-442-0766
Mac Pub	Prod	Production Manager	San Francisco CA	S. Spingola	P: 415-243-3558	F: 415-442-0139
Mac Pub	Sales	Custom Publishing Sales Manager	San Francisco CA	S. Wu	P: 415-978-3272	F: 415-267-1742
Mac Pub	Web Tech	Senior Programmer	San Francisco CA	P. Forrester	P: 415-243-3502	F: 415-243-3618
NWW	Art/Design	Senior Designer	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Circ	Manager of Direct Marketing	Southborough MA	M. Brunaccini	P:	F: 508-490-6454
NWW	Edit	net.worker	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Edit	Senior Editor	West Coast	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Events	Fulfillment Services Coordinator	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Facil	Business Services Coordinator	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	IS	Database Architect	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Mktg	Sr. Direct Marketing Specialist	Southborough MA	M. Brunaccini	P:	F: 508-490-6454
NWW	On-line	Online Designer	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Sales	On-Line Account Executive	San Mateo CA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Sales	Sales Assistant	Atlanta GA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Sales	Sales Assistant	Austin TX	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Sales	Sales Assistant	San Mateo CA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
PCW	Ad Sales	Account Manager	Paramus NJ	W. Silverman	P: 201-587-7318	F: 201-712-9786
PCW	Ad Sales	Account Manager	Chicago IL Framingham MA Paramus NJ	W. Silverman	P: 201-587-7318	F: 201-712-9786
PCW	Edit	Editor in Chief	San Francisco CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	Fin	Editorial Business Manager	San Francisco CA	M. Reyes	P: 415-978-3364	F: 415-543-3984
Publish	Edit	Features Editor	Topsfield MA	C. Smith	P: 978-887-7900	F: 978-887-3177
Publish	Edit	Senior Graphic Designer	Topsfield MA	C. Smith	P: 978-887-7900 x105	F: 978-887-3177
Publish	Edit	Technology Editor	Topsfield MA	C. Smith	P: 978-887-7900 x105	F: 978-887-3177
Publish	Sales	Advertising Sales-Regional Account Director	Topsfield MA	C. Smith	P: 978-887-7900 x105	F: 978-887-3177
Publish	Sales	Advertising Sales - Regional Managers	Chicago IL Los Angeles CA New York NY San Francisco CA	C. Smith	P: 978-887-7900	F: 978-887-3177
Publish	Sales	Internet Sales-Inside	Topsfield MA	C. Smith	P:	F: 978-887-3177
Publish	Web Tech	Web Developer	Topsfield MA	C. Smith	P:	F: 978-887-3177
Webby	Sales	Account Executive	San Francisco CA	L. Verga	P: 415-974-7465	F: 415-974-7401

InfoWorld

continued from page 1

sion about the current and future state of technology and business with Pat, [IDG President and CEO] **Kelly Conlin**, various senior members of *InfoWorld*'s team and other leaders in the industry," said *InfoWorld* COO **Joe Benway**. Representing *InfoWorld* this year in addition to Maund and Benway were Editor-in-Chief **Mike Vizard**, Executive Producer/New Media **Katherine Bull** and Sales Representative **Rhonda Miller**.

IDG Chairman ***Pat McGovern*** *(center) listens as Ramana Rao of Inxight Software (far right) makes a point. Joining them are Paul Mockapentris , Urban Media (left) and Chris Keene, Persistence.*

And feedback from attendees confirms that *InfoWorld* is onto a good thing. "The event was simply excellent," said Peggy Weigle, CEO of Sanctum Inc. "*InfoWorld* is providing a great service by offering this networking opportunity. I encourage you to make next year the 3rd annual Evening of Vision."

Editor-in-Chief ***Mike Vizard*** *(second from left) and Executive Producer/New Media* ***Katherine Bull*** *were among the InfoWorld representatives on hand to speak with guests including Prem Vrali (left) of Petopia and Bill Coleman from BEA.*

The next *Cool Companies Hot Products* supplement will appear Sept. 11 in *InfoWorld* and Oct. 1 in *CIO*.

For more information, contact *IW*'s Smart Solutions Accounts Manager **Julia Reid** at tel: +650-525-3416 or julia_reid@infoworld.com.

IW Publisher ***Bob Maund***

IDG Switzerland creates Web alliance

IDG Switzerland forged an alliance this month with Swissinvest.com, the country's leading independent financial portal, and 20Minuten, one of the leading daily newspapers in Zurich. Among the goals of the alliance is to drive traffic to each other's Web sites as well as share content, marketing and online community building.

Established in March 1999, Swissinvest has 35,000 registered users and delivers current share prices, market data, news and trends on 11 financial markets. 20Minuten has more than 300,000 readers and will soon launch additional editions in Berne and Basel as well as an Internet portal.

CW Schweiz

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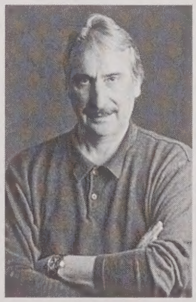
news from the rapidly changing IT business arena.

"The past 15 years have been the fastest years of my life, and I think the next 15 years will be even faster for IDG Switzerland," said Osterwalder, who established the IDG subsidiary along with IDG Chairman **Pat McGovern**. "The newly launched *Internet Standard* weekly, its Web site and our Web Factory will drive the company forward like a rocket."



Osterwalder

A new subsidiary of IDG Switzerland, the Web Factory is designed to support the company's existing Web sites (www.internetstandard.ch, computerworld.ch, pctip.ch and idgbooks.ch), develop new features and applications and create new Web sites.

Pichler

Computerworld Schweiz's editorial team hard at work. (In no particular order): ***Wolfgang Boehler***, ***Michael Curt***, ***Daniel Meierhans***, ***Jens Stark***, ***Manfred Weise***, ***Jie Mei***, ***Celine Schellenberg***, ***Christian Goldmann*** *and* ***Simon Bühler***. *Missing from photo:* ***Karlheinz Pinchler***, ***Beat Schmid*** *and* ***Gaby Kirschbaum***.

For more information, contact IDG Switzerland Marketing Director **Fabienne Barras** at fabienne_barras@idg.ch or go to www.computerworld.ch.

noteworthy people

Lucanegro

IDG WORLD UPDATE

Pena

IDG WORLD UPDATE

Verga

IDG WORLD UPDATE

Eyzaguirre

IDG WORLD UPDATE

Wilkinson

Promotions

Standard Media International's Associate Publisher and Vice President, Interactive **Cheryl Lucanegro** has been promoted to publisher of the company's Web site, TheStandard.com. She will be responsible for the site's sales, marketing, traffic growth and audience development. Lucanegro oversaw an explosion in traffic to TheStandard.com, which reported 8,200,000 page views in May 2000 — a 50-fold increase over the same period in May 1998 — and 760,000 unique visitors. She also brought in more than 450 advertisers to the site in the past six months. "Cheryl has been with us since the very beginning, first as vice president, Sales/ Marketing and associate publisher on our launch magazine, then in a similar role in Interactive," said Standard Media International President and CEO **John Battelle**. "Her great ideas and enthusiasm have made our online site a huge success by any measure. I am pleased to congratulate her on her expanded role."

New employees

After a stint as a temporary employee in *PC World*'s accounting department, **Thomas Pena** comes aboard full-time as editorial business manager. He previously owned and managed a wholesale baking and pastry business for three years, after honing his baking skills at the Culinary Academy in San Francisco. Prior to that he worked for ADP for three years doing internal accounting and as an office manager and bookkeeper for Crown Plastics. In his spare time he enjoys throwing big parties, reading and being entertained by his dog, Bongo.

Laurence Verga is The Webby Awards' new director of sales. He was previously sales manager with National Cable Communications. He holds a B.A. in sociology from the University of California/Berkeley, an M.A. in clinical psychology from Antioch University in Yellow Springs, Ohio, and has done Ph.D. work in organization and leadership at the University of San Francisco. Away from the office he practices yoga and guitar, studies music and reads American history.

Alan Eyzaguirre joins The Webby Awards as director of corporate development. An Internet entrepreneur, he was co-founder of MetaFinancial and Swell Software, two Internet production tool firms. He studied computer science at the University of Florida and in his off hours surfs, practices yoga and develops the nonprofit art site artAngels.org.

Caroline Wilkinson is The Webby Awards' new executive assistant, coming from National Cable Communications where she worked as a sales assistant. A graduate of Scripps College in Claremont, Calif., with a degree in French studies, she enjoys sailing, horseback riding and travel.

Wendy Moldauer has joined IDC Framingham as director, product and content management, for the Interactive Products and Services group. Previously, she headed up product management at Eprise Corporation, a leading vendor of content management software. Wendy has an M.B.A. with a focus on operations from Simmons College in Boston, Mass., and is working toward a certificate in computer science that was begun at Harvard Extension. During her off hours, Wendy enjoys training and showing horses in dressage and jumping competitions, yoga and Feldenkreis [a body awareness technique].

Previously a graphic designer at *New Hampshire Magazine*, **Stephen Sauer** is now a senior designer at *Network World*. He graduated from the University of Massachusetts/Dartmouth with a B.A. in visual design/ illustration and likes to travel, mountain bike and collect "antiques and old junk."

Ed Prewitt has joined *CIO*'s Framingham, Mass., office as senior editor. He edits *CIO*'s new Management section, oversees CIO.com's Leadership and Management Research Center, and edits feature articles. Previously, Ed was editor-in-chief of *Northeastern University Magazine* and a contributing writer for *Harvard Management Update*. He has also been a staff reporter at *Fortune* magazine. Ed holds a master's degree in public policy from Harvard's Kennedy School of Government and a bachelor's in English from Duke University. Outside the office, his hobbies are spending time with his family, cycling and collecting books to read "someday."

Previously a consumer loan officer with the San Francisco Police Credit Union, **Karen Chong** joins IDG Global Communications in San Mateo, Calif., as a Web production specialist. She holds an associate's degree from Heald Business College in San Francisco and enjoys bowling, pool and weekend getaways.

Returning employees

Once a graphic designer with *Macworld*, **Tim Johnson** returns to the IDG fold as online editorial art director at TheStandard.com, coming from Women.com where he was art director. He holds a B.A. in graphic design from Colorado State University and likes to ski and swim. While at Women.com he created "The Men of Silicon Valley" for the site, which brought in more than three million unique visitors.

Dan Miller returns to IDG as senior editor of Standard Media's Grok. He was previously executive editor of PC World Online and then senior editor of guru.com. He holds a master's in journalism from the University of California/Berkeley and said, "My wife and I both work full-time and have two kids, who has time for hobbies?"

Globally speaking

IDG business units around the world are welcome to send information for the Noteworthy section to world_update@ idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Ingrid Schmid *IDG Germany*

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Maureen Mottonen *IDC Canada*
Siegfried Reich *IDG Germany*

15

Gebhard Osterwalder *IDG Switzerland*
Hans Peter Nitzsche *IDG Germany*

14

Jens Jørgen Krag Hansen *IDG Denmark*

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Charlie Greco *IDG World Expo*
So Fong Yip *InfoWorld*
Kevin Greene *PC World*

12

Nancy Newkirk *IDG*
Michael Malone *IDG*
Lars Østermann *IDG Denmark*
Hermann Gfaller *IDG Germany*

11

Irmgard Meyer *IDG Germany*
Brad Christenson *IDC*

10

Mitch Hayes *Computerworld*
Anna Tse *IDG Hong Kong*

9

Marlene Levis *CXO Media*
Maria Grazia Tripodi *IDG Italy*
Ann Roskey *ITworld.com*

8

Silvana Brambilla *IDG Italy*
Hermann Apfelböck *IDG Germany*
Alexander Markus Deindl *IDG Germany*
Uwe Kielmann *IDG Germany*
Josef Kreitmair *IDG Germany*
Michael Schweizer *IDG Germany*

7

Lafe Low *CXO Media*
Toshihiko Amano *IDG Japan*
Cheryl Stephenson *PC World*
Renee Stephens *InfoWorld*
Doug Mashkuri *FCW Government Technology Group*

6

Bettina Heinrich *IDG Germany*

5

Michael McPhee *CXO Media*
Raymong Ng *IDG Hong Kong*
Michal Szafranski *IDG Poland*
Gabriele Hurle *IDG Germany*
Tammy Whidden *IDC*
Brad Baldwin *IDC*
Matthew Hannafin *IDG Books*

4

Kumi Shingouchi *IDC Japan*
Matthew Hamblen *Computerworld*
Genki Uchida *IDG Japan*
Sandra Bergermayer *IDG Austria*
D.H. Oh *IDC Korea*
Michael Stenhøj *IDG Denmark*
Pam Kerensky *ITworld.com*

3

April O'Connor *Computerworld*
Tom Cowan *PC World*
Kevin O'Keefe *Network World*
Francesco Orsenigo *IDG Italy*
Motoko Yamabe *IDG Japan*
Anne Danielsen *IDG Denmark*
Margit Enthaler *IDG Germany*
Rüdiger Steidle *IDG Germany*
Mark Hall *IDC*
Paul Strauss *IDC*

2

Yoshino Uchiyama *IDC Japan*
Helen den Held *IDC Benelux*
Bernard Schipper *IDC Benelux*
Beat Schmid *IDG Switzerland*
Susana Perrottet *IDG Switzerland*
Dave Marshall *IDC Canada*
Terrence Shan *IDC Hong Kong*
Sujay Bhattacharya *IDC Singapore*
Ida Charlotte Andersen *IDG Denmark*
Christoph Hammerschmidt *IDG Germany*
Andreas Jung *IDG Germany*
Cord Möller *IDG Germany*
Kathryn Jackson *IDG Germany*
Claudia Bartelt *IDG Germany*
Sandra Busch *IDG Germany*
Bianca Aumeyer *IDG Germany*
Luis Ibarra *InfoWorld*

1

Rafael Iglesias *PC World Latin America*
Jay Seideman *IDG Communications*
Matt Halloran *PC World*
Lisa Mireles *PC World*
Jennifer Suwalski *Network World*
Ernest Luk *IDG Hong Kong*
Vincent Tai *IDG Hong Kong*
Berna Dal *Macworld Turkey*
Beatrice Meyer *Computerworld Switzerland*
Pia Malischnig *IDG Austria*
Matthew McGarvey *IDC Hong Kong*
Kathy Beckman *IDC Australia*
Sanie Breese *IDC Australia*
Pamela Xu *IDC China*
Henrik Pedersen *IDG Denmark*
Torben Daarbak *IDG Denmark*
Carolyn Nelander *ITworld.com*
Bret Kerlin *IDC*
Sherri Fugit *IDG Books*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG Books Chicago crew serves up able volunteers

For the third consecutive year, IDG Books' Chicago office participated in a city-wide community volunteer day, a "serve-a-thon" organized by Chicago Cares.

On June 10 four employees (right) joined a team from Andersen Consulting to clean and paint a high school for special needs students.

Chicago Cares
Serve-a-thon

PETER BALIS

*Service with a smile! Acquisitions Editor **Karen Doran**, Acquisitions Coordinator **Lisa Roule**, Business Development Manager **Katie McGowan** and Senior Acquisitions Editor **Holly McGuire** didn't mind cleaning up for a good cause.*

IDG Books' Chicago office is a satellite office of IDG Books' Consumer Reference Group, and its 17 employees are involved in sales and acquisitions. The Business division of CRG publishes books such as *Personal Finance for Dummies*, (which has more than one million copies in print) while the Lifestyles division lineup includes *Golf For Dummies* and *Art For Dummies*, among other titles. WU

celebrating 10!

Name
Patricia DeBiase

Home
Passaic Park, N.J.

Joined IDG
April 1988 as a sales assistant/office manager.

Career path
Started working with IDG as sales assistant/office manager. First publication was *PC Resource*, which is no longer published, then I moved over to *Computerworld* and *Network World*. I became a full-time office manager in October 1994.

Current title
Office manager for IDG's Paramus (N.J.) Regional Office. Responsible for managing office, budget, employee relations, assisting *Computerworld*, *InfoWorld*, *Network World* and *PC World* when the need arises.

Most challenging part of your job
Finding the right balance between 32 different personalities.

Best part of your job
The people I work with.

What's kept you at IDG for 10 years?
The people I work with and for and the company environment.

Interests outside the office
Bowling, collecting Snow White memorabilia.

Family
My husband Nicholas and I have a son, Todd, and a daughter, Danielle.

Most rewarding thing you've ever done?
Spent three years working as New Jersey's Northern Regional coordinator for the Winter Special Olympics.

Dream destination
Actually two: Italy and Germany.

Fantasy job
Designer.

Five people — living or dead — you'd invite to a dinner party
[U.S. Secretary of State] Madeline Albright, [dancer] Gene Kelly, [baseball player] Lou Gehrig, my husband, son and daughter — oops! that's six.

As a kid, what did you want to be when you grew up?
A dancer.

*IDG Chairman **Pat McGovern** recently escorted **Patricia DeBiase** to dinner at the Café Pierre in New York City in honor of her 12 years of service to the company.*

First job?
NCR operator for a bank.

Your idea of a perfect day alone?
At the beach on a beautiful day with a good book.

Favorite vacation spot
Hawaii.

If you won the lottery tomorrow, you would
Make my family comfortable, invest, travel and donate funds to the Special Olympics.

Retirement dreams?
Traveling

Manager's profile
"Patricia is an asset to the IDG family of companies and has a dedicated commitment to her fellow colleagues and clients. The office keeps her hopping with the many changes that take place in this fast-paced environment. I am very proud to have Patricia on my team."

— *Lucy Sheehan, IDG office services manager*

Don't forget!
Calendar deadline is Sept. 11

2000
Employee
Photo
Calendar

There's still time to enter the 17th annual IDG Photo Calendar Contest. Worldwide fame awaits the 12 winners as well as $250, $150 and $100 for the first, second and third place finishers, respectively.

Send no more than two photos clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address by **Monday, Sept. 11**. Send your entries to: *IDG World Update*, Photo Calendar Contest, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A.

and finally...

Online PC sales

The number of PCs that U.S. consumers purchase online will increase rapidly over the next five years. According to IDC, just 8% of all PCs sold to U.S. consumers — or fewer than 1.4 million, were sold via the Internet. In 2004, close to 40% of all consumer PC sales in the U.S. or almost 9.3 million PCs, will be made online.

IDC estimates that 50% of U.S. homes owned at least one PC in 1999, and almost 36% have Internet access.

– PC and eCommerce: Forecast and Analysis of Online U.S. Consumer PC Sales (IDC#B22421)

IDG **World**Update

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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WWW.IDGWORLDUPDATE.COM

Update your site!

GWSC

Here's an important question for online editors, site managers and product development leaders: Has your Web site information been updated at the Global Web Support Center (GWSC)?

IDG's intranet site for Web development resources and coverage of online achievements maintains its own database. By accessing listings by region, name, unit name, or product line, all GWSC users can locate and contact their colleagues at IDG's worldwide units. Any IDG employee is welcome to use the GWSC's resources.

Current listings need to be confirmed by business unit and product team members; you may request login registration information by sending an empty e-mail to: **Lisa van der Kamp** (lisa_van_der_kamp@idg.com) or **Mark Evans** (mark_evans@idg.co.nz). Type "GWSC login" in the subject line. See you at the GWSC!

IDC's Consulting team provides custom research

Added value, strong client relationships are among group's hallmarks

With more than 300 research subscription services covering an enormous array of industry-wide market, technology and best practices topics, IDC is well-positioned to meet clients' ongoing information needs on a continuous basis throughout the year. But what of the client with a specific problem or question too large, too complex or too customized to be addressed through analyst inquiry or a standard subscription service?

Enter IDC's Consulting group. Responsible for nearly 40% of IDC's overall worldwide business, the 50 members of the Consulting group oversee some of the company's largest and most complex projects. With an average timeframe of anywhere from three to six months, typical consulting projects can include market modeling, market entry strategies, competitive analysis, user wants and needs requirements and quantitative analysis as well as white papers that clients use for marketing communications. "Clients use the results of our work to guide marketing strategy, quantify benefits of their product or service, evaluate top-line revenue generation and communicate their competitive edge," said **Megan Muratore**, group marketing manager, Consulting.

(L-R) ***Ralph Finos**, **John Farrell**, **Rebecca Segal** and **Michael Cousins** are among the IDC Consulting group experts who tackle clients' largest and most complex projects.*

IDC has offered both Continuous Information Services (CIS) and consulting services since the late 1970s. "The business is a necessary partner to CIS because many of our customers have research and consulting needs that go beyond the current CIS coverage," said **Ralph Finos**, group VP for Hardware and Software consulting. "Oftentimes, consulting projects involve providing market entry strategy and analysis for new product and service

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The Standard's *Grok* delves deeply into hot topics

grok, ***v,*** **1: to thoroughly understand and absorb what is happening and why; 2:** ***The Industry Standard*'s new sister publication of monthly special reports focusing on different growth sectors of the Internet economy.**

Launched last month, *Grok* is a perfect-bound supplement sent to all *Standard* subscribers and sold on newsstands for $4.95. (The two-year-old *Standard*'s current circulation is 150,000, growing to 200,000 in October.) The premier issue focused on entertainment.

According to *Grok* Editor (and *Standard* Executive Editor) **Bob Cohn**, the genesis of the monthly was *The Standard*'s Special Reports, which the weekly has been running eight to 10 times a year. "This lets us go extremely deep into a topic, which was getting increasingly difficult for *The Standard*," he said. "This gives our readers a single reference guide to single topic in a sophisticated, informative but also entertaining way."

Western Regional Ad Director **Kate Rodler** said that *The Standard*'s Special Report issues were getting so big that readers were complaining that, despite finding them very relevant, they couldn't get through them. "We thought from an ad standpoint that [*The Standard*] was getting really cluttered," she said. "We thought we could pull out the Special Reports and relieve the weekly of some of its weight."

continued on page 2

INDUSTRY STANDARD
grok
FOCUS
50 MOST POPULAR
AOL TIME WARNER
NAPSTER
PLAYSTATION 2
MODERN TIMES
THE WEB COMES TO HOLLYWOOD

The monthly Grok debuted August 10.

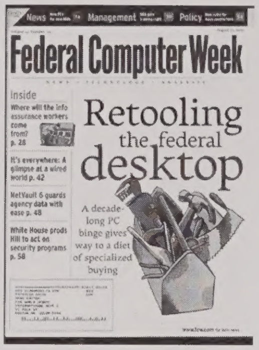
newsworthy in brief

101communications to acquire FCW Government Technology Goup

IDG announced last week that it will sell FCW Government Technology Group, Inc., to 101communications, a business-to-business technology media company in Chatsworth, Calif.

The transaction, expected to close by the end of September, includes *Federal Computer Week*, the leading publication for the U.S. government IT market; the award-winning FCW.com Web site, *civic.com* magazine and the company's market-leading events, including the Government CIO Summit series and the Federal 100 awards program.

"FCW Government Technology Group has enabled IDG to have a strong presence in the government IT field, and we're proud of the staff's accomplishments," said IDG President and CEO **Kelly Conlin**. "The business unit has attained numerous achievements over the past 13 years, including more editorial awards and a stable and better-qualified audience than *Federal Computer Week*'s competition, the highly regarded Fed 100 Awards program, and a growing presence in the state and local government market through *civic.com.* However, IDG's strategy is now more strongly focused on product lines that can be expanded globally. Given that FCW's product line is only in the U.S. and there are no identified opportunities to expand beyond this single market, we believe that IDG's shareholders are best served by this move."


News
Management
Policy
Federal Computer Week
Inside
Where will the info assurance workers come from? p. 28
It's everywhere: A glimpse at a wired world p. 42
NetVault 6 guards agency data with ease p. 48
White House prods Hill to act on security programs p. 58
Retooling the federal desktop
A decade-long PC binge gives way to a diet of specialized buying

Founded in 1998, 101communications is an integrated media company in the business-to-business market aimed at specialized targets within the greater information technology community.

101's portfolio includes 14 magazines, more than 30 conferences and extensive digital offerings in the U.S. and Europe in four areas: software development, vertical markets, Windows networking and enterprise technology.

More information is available at www.101com.com. WU

Grok

continued from page 1

Cohn said that since *Grok* doesn't have to deliver timely news like the weekly, it can go much deeper into any given topic. "We can use narrative storytelling, analysis and in-depth exploration and offer everything from feature stories to short takes on the trends in the news," he said. Future issues will look at education, wireless and retail, among other topics.

Cohn said that the audience for *Grok* was the same as that for *The Industry Standard*: senior-level executives in the Internet economy and those in old-economy firms making the transition to the new model. "We got good feedback from our readers," Cohn said. "This hit them as an unexpected surprise."

He noted that *Grok*'s competition is, in some ways, the same as *The Standard*'s – "the whole world of New Economy magazines" – but said that as a monthly *Grok* also competes more directly with *Forbes* and *Fortune* than *The Standard* does.

Grok has a dedicated staff of 16 editors, designers and production specialists separate from that of *The Standard*. "We use some writers from *The Standard* and a good number of freelance writers, illustrators and photographers," Cohn noted.

Cohn joked that *Grok* took "six hours" to develop. "We first had the idea this March," he said. "We built a staff in May, and our first issue closed in July and came out in August. It was irresponsibly but invigoratingly fast."

For more information contact Bob Cohn at bobcohn@thestandard.com. WU

Standard Media is on *Inside* track

Standard Media International, publisher of *The Industry Standard*, last month announced that it will publish a magazine with the entertainment industry news site Inside.com by year's end. Titled *Inside: The Business of Entertainment, Media and Technology*, the weekly will focus on the effect of digital technology on the entertainment media industries.

The Standard will receive equity in the new venture in exchange for the production and distribution services of the magazine, the editorial for which will be supplied largely by Inside.com.

"You have to accept the idea that digital technology is going to transform each of the industries we cover — film, television, music, book publishing, magazines and newspapers — and that is why this magazine is right, right now," said Inside.com Editor-in-Chief Michael Hirschorn in *The New York Times*.

Future *Groks*

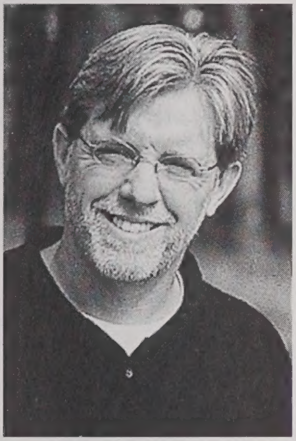
Oct. '00 – Education
Nov. '00 – Wireless
Dec. '00/Jan. '01 – Retail
Feb. '01 – Financial services
March '01– Advertising and marketing
April '01 – Travel and transportation
May '01 – Health/medicine
June '01 – Technology
July/August '01 – The new workplace

Where's your business unit?

If news about your business unit doesn't appear in *IDG World Update* as often as you would like, take action! All employees are encouraged to send news, feature suggestions and comments to world_update@idg.com. You provide the idea, we'll do the writing!

executive Q and A

Don Best
IDC's senior vice president of worldwide sales is this week's columnist.



IDC Worldwide Sales at-a-glance

Number of sales people worldwide 185 in FY2000 going to 256 in FY2001 (a 38% increase). Included in these totals are 100 U.S. sales staff in FY2000 going to 140 in FY2001 (a 40% increase).

Recent accomplishments
1) Worldwide bookings for FY2000 have grown by 30%.

2) Dramatically expanded our formal global selling program from 20 named accounts in 1998 to the "IDC Global 100," with an IDC global acounts team assigned to each. This is a key competitive advantage that none of our competitiors can offer.

3) Over the first nine months of the fiscal year, IDC U.S. brought in 541 new clients; that number will rise to 720 new customers for the full year. These are both IT vendor (or supplier) companies as well as dot-com start-ups that have never previously done business with IDC or our competitors.

Q How is IDC Worldwide Sales organized?

A IDC sales is a true matrixed organization. Operationally, salespeople report into regions, including the Asia/Pacific, Canada, EMEA (Europe/Middle East/Africa), Japan, Latin America, and the U.S. Functionally, many of these salespeople are members of account teams; many of these account teams cross national and regional boundries and are based on either account types or specific accounts.

Q Who are the customers IDC salespeople encounter, what are they looking for and how do salespeople interact with customers?

A IDC's very diverse customer base includes large IT vendors, dot-com start-ups, Wall Street firms, and enterprises as diverse as Federal Express, Coca-Cola and Marriott. Given this broad base, the one key objective of IDC salespeople is to help our customers succeed by using the best market intelligence in the world. IDC's products and services are designed to help our customers make better decisions that will directly lead to higher profits and greater market share, and IDC salespeople are trained and motivated to help make this happen. This objective drives us to seek out individuals within targeted companies who can have a positive impact on their company's success and then to demonstrate the value of IDC as a critical partner in enabling that success.

In practical terms, the types of customers we encounter range from research analyst to CEO. Each opportunity tends to be unique, so our strategy is to discover the driving business need in any given customer interaction and follow that need to the ultimate decision maker. This often requires a lot of detective work; if I had to characterize the focus of all of our training, it would be to ask the right questions. And these right questions almost always lead us to the business need and its champion. From there, we apply a sales process that focuses on the value IDC can bring in fulfilling that business need. Of course, being humans, our customer contacts often have additional needs, such as advancing themselves in their organizations, and we must be aware of these dynamics and work them to the advantage of all.

Q How does IDC's sales force compare to its competitors?

A I love to talk about how IDC's sales force compares to our competitors! One key metric is employee retention; our sales employee turnover rate is below 10%, which compares to approximately 35% for our key competitors. We also have a large precentage of sales employees who have celebrated their 10-year anniversaries with IDC. Another interesting phenomenon is the return of employees who had left to join dot-com start-ups; since the beginning of FY'00, five out of eight have returned or are in the process of doing so.

What accounts for such great trends? First of all, we benefit from the underlying IDG culture of respect for the individual; this is manifested at IDC in many ways. We also benefit from the fact that IDC has been under a period of very stable leadership for the past decade, with **Kirk Campbell** as CEO; this creates a culture that encourages long-term thinking and long-term growth.

Given this impressive foundation, we've taken deliberate steps over the past few years to create the best global sales force in our industry. Specific programs include our focus on training, a well-defined career map, open communications throughout the organization and an evolving rewards and recognition program. Of course, the best competitive advantage of all is the high quality of IDC's research products and services and the fact that our salespeople work with the best analysts in the industry.

Q To what extent do IDC salespeople interact with analysts?

A IDC analysts are really the core assets of IDC. We would not be able to sell our services without the direct involvement of the analysts. We work with them in identifying and developing leads, in demonstrating IDC's effectiveness to prospects and in ongoing account management. At the very start of their careers at IDC, each salesperson is taught the importance of working directly with the analysts.

In some regions, our sales force is organized by customer segments; these segments often allign with IDC research groups. For example, in the U.S., the Software Sales Group works very closely with the Software Research Group in developing and implementaing a sales strategy; the sales team also provides input to the analysts for research plans, packaging and pricing.

Don Best may be reached at dbest@idc.com. Part two of his column will appear Sept. 11.

IDG Sweden rolls out *Mobile World*

mobile world
Djupdykning i nya Apple G5
Ericssons 3G visar vägen igen
Bra och lätta handdatorer
ANNONS

Casting as wide a net as possible in the mobile arena, IDG Sweden has replaced *Personal Companion World* with – what else? – *Mobile World*. The new publication, which debuts Sept. 21, will be published 10 times a year with a target circulation of 30,000.

Launched late last year, *Personal Companion World* was more focused on Palm Pilots and similar hand-held devices. *Mobile World* will cover not only handheld computers and mobile phones but all mobile digital devices including digital cameras, MP3 players, portable DVD players, wrist watches with built-in global positioning systems, cars with integrated GSM [Global System for Mobile communication] and more.

Mobile World will compete with the leading magazine in its niche, *Tidningen Mobil*, as well as mobile-related articles in the rest of the IT press. However, *Mobile World*'s distinction is that it is the only magazine that will provide comprehensive coverage about mobile devices for both new consumers of these products as well experienced users.

IDG Sweden has partnered with Sweden's largest mobile retailer, GEAB, to promote the new publication.

Mobile World will be on the Web at www.mobileworld.idg.se. For more information, contact Editor-in-Chief **Peter Stedt** at peter.stedt@idg.se or Marketing Manager **Hans Mebius** at hans.mebius@idg.se.

Consulting

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concepts that are not yet covered in our services, so by definition, a custom research and consulting function is required."

And business is booming, according to Finos, who said consulting revenue will amount to some $25 million during FY2000, up from $1 million in the late 1980s.

IDC's consulting business leverages analysts' content knowledge and consulting managers' project management skills to meet clients' custom research needs, Finos explained, noting that, depending on its complexity, a project might involve a consulting manager and anywhere from one to six analysts, on average, as well as contractors and third-party consultants.

Typically, analysts with content knowledge of the particular market in question are asked to join a specific consulting project. "The analyst may not have a strong knowledge of the specific product concept or market segment that the customer is asking us to examine, but he or she will have a good overall understanding of the market, the vendors and customers," Finos said. "Analysts can benefit greatly from working on a consulting project by broadening and deepening their understanding of a product or market. Consulting projects are often the genesis of new CIS product offerings," he added.

While virtually all of the company's major competitors offer consulting services, IDC distinguishes itself on the basis of the value-add it brings to each consulting project. "We don't compete on price," noted IDC Consulting Director/Services Industries Research **John Farrell**, who recently helped IDC snatch a major win from the (rumored) jaws of defeat. "We usually are not the low-cost option. For us, it's about building long-term working relationships with clients and bringing value to the table. And we can charge a premium for that value," Farrell said.

Following months of what he termed a "very difficult negotiation," Farrell heard through the grapevine that IDC was about to lose its bid on a major project for a large outsourcing services company to Gartner Group. Farrell, consulting manager on the project, went into high gear, according to his manager **Rebecca Segal**, vice president of Service Industry Consulting. "He just swooped in and pushed our proposal," she said.

"I wanted to be sure that the client really understood the superiority of our research methodology and the value that the quality of our research could provide," Farrell said, adding that he had been cultivating a relationship with the company for three years. "They first came to us looking for a relatively succinct competitive analysis. We provided the information quickly and under a tight deadline, and they began to come to us for help on strategic issues."

Some of the members of IDC's Consulting team in Framingham, Mass., convene for a quick photo. (Kneeling, L-R): **Andrew Ware, Barbara Kitzis, Jason Gould**. (Second row, L-R): **Ralph Finos, Christopher Dawe, Doreen Francy, Terri Schafer, Rebecca Segal**. (Third row, L-R): **Morris Edwards, Megan Muratore, Paris Burstyn, Paul Arabasz**. (Fourth row, L-R): **John Daly, Scott McLarnon, Margaret Follmer, John Farrell, Beryl Muscarella, Patrick Hafford.**

IDG WORLD UPDATE

Also critical to winning over the client was IDC's global presence. "No other market research firm comes close to being able to offer the local coverage that IDC does," Farrell said, noting that this particular proposal process involved a team of seven including himself, **Traci Gere**, VP, U.S. Services Research; **John Gantz**, chief research officer; **Mike Melenovsky**, senior vice president, Worldwide Services; **Bonnie Aarons**, director of Consulting Sales; **Katrina Menzigian**, program manager, CRM and Call Center Services and **Philip Winthrop**, program manager for Global Services Research eProducts.

"John's skills at selling the added value IDC brings really came through in winning this deal," Segal said. "Now of course we face the greatest challenge: actually making good on our promise of research quality, timeliness and customer satisfaction!"

IDC is also developing an excellent relationship with a major U.S.-based printer manufacturer. Just three years ago, the company did very little business with

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IDC ad campaign gets results

This past February, IDC launched a multi-faceted initiative to build IDC's brand image. The effort, which promotes the new global tagline "Analyze the Future" and standardizes the name "IDC" (rather than International Data Corp.), includes an extensive ad campaign on a scale never-before attempted at IDC.

Those advertising efforts have been paying off. The effectiveness of an IDC corporate awareness ad that appeared recently in *Computerworld* earned a high ranking in the Roper Starch Readership Report. The IDC ad was in the Top 10 (No. 9) in terms of the number of readers who not only noted the ad, but also saw or read some part of it that clearly indicated the brand or advertiser. IDC held its own in the company of Compaq, HP, Intel and Dell, among others.

continued from page 4

IDC. Today, IDC is working closely with this leading vendor to help develop its annual research program.

"It's all about delivering what you promise and then some," noted **Michael Cousins**, VP, Personal Systems Consulting, who has been overseeing the relationship management program with the client for several years. Through a series of large international consumer research and consulting projects, IDC has supported the client's product development, branding and market positioning decision making for consumer inkjet printers.

The studies have identified changes in usage trends and provided unique insights into the relationship between customer satisfaction, brand loyalty, and repurchase. Earlier this spring, IDC received the go-ahead for the client's third annual "Consumer Usage and Attitude Survey." **Warren Childs** and **Paul Arabasz**, Consulting directors in the group, have managed the projects, working closely with **Angele Boyd**, VP, Worldwide Printers.

In addition to a great relationship with the IDC team, what's kept the client coming back for more, Cousins noted, is the very direct correlation the company can make between survey findings and bottom-line business gains. "We generally highlight two or three business issues such as customer loyalty or a specific product-related concern that the client has been able to address. And the following year, we are able to demonstrate real improvement against those issues. Clients get excited about results like that."

Each year this survey has grown to encompass a larger geographical area, Cousins said, noting that the client has recently added three countries in Asia-Pacific and three countries in South America. "The fact that IDC not only has the expertise to carry out the required research on an international basis but also has industry analysts on the ground in so many countries around the world is a huge competitive edge for us," Cousins said.

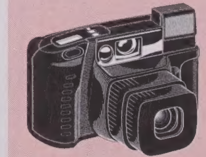
(L-R): **Joyce Vinson, Bonnie Aarons, Denise Massone** and **Jennifer Morton Seguin** are among the members of IDC Consulting's Mountain View, Calif., team.

IDG WORLD UPDATE

"Typically a client must choose between a big research company that knows little about the client's specific area of interest, or a smaller analysis firm that may know the industry but doesn't have a strong international reach," he added. "With IDC, they get both international scope and local market analysis."

For more information on IDC Consulting contact Megan Muratore at mmuratore@idc.com or tel: +508-935-4205. WU

The deadline is approaching fast for the IDG Photo Calendar Contest



If you haven't done it yet, act now! Sept. 11 is the deadline to submit photos for the 17th annual IDG Employee Photo Calendar Contest. The contest is open to all IDG employees worldwide.

Twelve masterpieces will be selected for inclusion in the calendar that is distributed to all IDG employees worldwide at the end of the year. Here are the rules:

1. You may submit up to two color or black-and-white prints or 35-mm slides that you have taken of any subject. Digital photos must be submitted in printed format for judging.

If you submit a digital photo and it is selected to appear in the calendar, you must be prepared to submit the original image file electronically.

2000
Employee
Photo
Calendar

2. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s). Note: Please do not write directly on the back of photos! A business card taped to the back of the photo works well. **Photos will not be returned.**

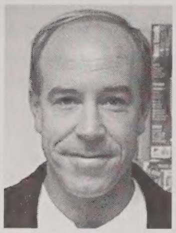
3. Entries must be received by **Monday, Sept. 11**. Send your entries to: *IDG World Update*, Photo Calendar Contest, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A.

4. First, second and third place winners receive $250, $150 and $100, respectively.

5. Questions may be sent to *IDG World Update* at world_update@idg.com.

noteworthy people

Lindsley


Detlefsen

Reiser

Smolek

IDG WORLD UPDATE PHOTOS

Daoud

Promotions

Industry Standard Marketing Research Manager **Stephen Riddle** has been named director of marketing research. "Since joining the company last year, Steve has done a fantastic job bringing to life the users and customers of *The Standard* through primary and secondary research programs," said **Kerry Zeida**, Standard Media International's vice president, marketing and brand development. "Under Steve's guidance, the company has assembled an impressive body of knowledge about our audience through subscriber studies (print, online and newsletter), white papers (an in-depth look at both U.S. and European Internet business strategists) and syndicated research."

New employees

Previously sales manager with the *San Francisco Bay Guardian*, **Gabrielle Lindsley** is *Macworld*'s new sales business manager. A native of Detroit, she has "a lot of life experience" and, as a newcomer to the San Francisco Bay area, likes to explore Northern California.

Mac Publishing L.L.C. has hired **Doug Detlefsen** as online sales manager, a position he also recently held at Monsterbook.com. He earned a B.A. in liberal studies from the University of California/Stanislaus. A rafting guide, he also like to ski and cycle.

Debi Reiser has joined *InfoWorld*'s Framingham, Mass., office as a sales associate. She was recently an information specialist for Malvern Instruments. A resident of Cape Cod, Debi enjoys boating and rollerblading.

InfoWorld has hired **Jana Lightfoot** as a regional manager in its Dallas-area office. She was previously advertising sales director at Intertec Publishing/Telephony. She studied public relations and advertising at Oklahoma Christian University in Oklahoma City and finds time for golf, church and antiquing.

InfoWorld has hired **Basil Scaperdas** as regional sales manager in its Paramus, N.J., office. He was previously publisher of *Opthamology Times*, which he turned from a $1.6 million property to a $2.8 million title in two years. He earned a B.A. in political science from the State University of New York/New Paltz and an M.S. in international relations from Troy State University of Alabama. Away from the office he enjoys building and troubleshooting PCs and small networks and DJ-ing local events.

Wanpimon Angkasirisap has joined *Thai Computerworld* as a sub-editor. Her previous jobs have included news reporting for radio station INN News Agency and translating technical documentation for Intel and Microsoft. She has a B.A. in English and French from Thailand's leading university, Chulalongkorn. Outside the office Wanpimon enjoys listening to music, surfing the Web and taking care of her pets.

Susan Moulder joins IDG Books in Indianapolis as a contracts acquisitions coordinator. A recent graduate of Purdue University, she majored in communications and has held internships at the Indiana Design Consortium, local radio stations and the Tricycle Theatre Group in London, England.

Julie Moss has been hired by IDG Books' General User/Design Professional editorial team in Foster City, Calif., as an associate copy editor. She holds a B.A. in English literature from the University of Illinois. Most recently, Julie received an M.F.A. from Mills College in Oakland, Calif. In 1999, she was awarded the Haworth Scholarship for Excellence in Writing Young Adult Literature and is very active in the Northern California community of writers.

After working four years in the printing business, **Cindy Lai** joins IDG Books' General User/Design Professional editorial team in Foster City as a copy editor. She holds a B.A. in English literature from California State University/Long Beach, where she graduated on the President's Honor List.

ITcareers in San Mateo, Calif., has hired **Carla Amaral** as an advertising coordinator. She was previously a graphic designer/administrative assistant with Luso-American and holds a B.S. in advertising from San Jose (Calif.) State University. In her free time she teaches Portuguese folk dancing to a 32-member youth group.

Transfers

Jason Smolek, most recently a research analyst for IDC East Central Europe in Prague, is now based in Framingham, Mass., as an associate research analyst with IDC's Enterprise Networks program. He holds a B.A. in political science and international relations from Syracuse University and received a program certificate in world economy from Syracuse's Maxwell School of Citizenship and Public Affairs. Outside the office, Jason enjoys composing jazz music and hiking/mountaineering.

David Daoud, previously a senior IT market analyst at *Computerworld*, has joined IDC's U.S. PC Tracking Program as a senior research analyst. He received his undergraduate degree in Algeria and has a master's degree in economics from Suffolk University in Boston, Mass., and a graduate certificate in management from the French Petroleum Institute. David writes about North African issues in his spare time, and in October he will receive an award from the World Bank and South Africa's Rhodes University for being one of the "Most Influential Economics and Business Editor on Africa."

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

DeskTop Publishing Specialist (IDC)

Specific duties will include working with research analysts, consultants, and production staff members to produce research reports, bulletins, and other publishing deliverables. Desktop publishing and proofreading skills are a must. Candidate must exhibit the ability to manage/coordinate multiple projects in a fast-paced, deadline-oriented environment while maintaining a high attention to detail. Preferred candidates will have 2 years or more of desktop publishing/graphics production or equivalent experience. Strong PC skills, advanced knowledge of MS Office, specifically MS Word and MS Excel. Must possess proven desktop publishing/layout ability. Other software application experience with Quark Xpress, Illustrator, DeltaGraph, Photoshop, HTML, Lotus Notes is a plus. Ability to speak and read Spanish and/or Portuguese very desirable.
Location: Framingham MA
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

DeskTop Publishing Specialist (IDC)

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Location: Framingham MA
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Production & Quality Manager (IDC)

This position has a key role in providing overall support for Latin America customer deliverable initiatives. By overseeing the publishing needs and working closely with the tools development, the manager will be responsible for managing staff, coordinating projects, working to provide analyst and publishing tools, as well as monitoring the publishing workflow. Desktop publishing and proofreading skills are a must. Candidate must exhibit the ability to manage/coordinate multiple projects in a fast-paced, deadline-oriented environment while maintaining a high attention to detail. Preferred candidate will have desktop publishing/graphics experience and proven project management skills. Strong PC skills, advanced knowledge of MS Office, specifically MS Word and MS Excel. Must possess proven desktop publishing/layout ability. Other software application experience with Quark Xpress, Illustrator, DeltaGraph, Photoshop, HTML, Lotus Notes is a plus. Ability to speak and read Spanish and/or Portuguese very desirable. Location: Framingham MA
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Software Engineer (IDC)

Software engineer with strong technical and communication skills to develop and support various analyst and Publishing tools. Tools are currently written in Visual Basic and VBA. Future tools will incorporate Oracle data storage and by Web-based. Responsibilities include application/tools development and support, database creation, quality assurance and documentation. Develop and support Microsoft Word, Excel, Access and other tools. Develop high level and detailed design specifications based. Develop application programs based on detailed design specifications. Develop and execute test plans, user and technical documentation. This includes, but is not limited to, user guides, administration guides, etc. Perform other duties as assigned. Position will require communication with Brazil and rest of Latin America. Proficiency in Portuguese (preferred) and or Spanish required. Minimal travel may also be required. Location: Miami FL
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Director, Software Consulting (IDC)
Consulting Director to work with IDC sales, software industry analysts, international offices, and contractors to develop and manage market research, consulting and White Paper projects. Clients will include leading and emerging software and systems vendors in USA, Europe, and Asia. After initial start-up period, the Consulting Director will be expected to develop and manage long-term consulting relationships with assigned clients, including repeat engagements and contribute to strategy and operations of overall IDC Consulting business, including development of new practice areas. Key skills and qualifications include relationship building and client handling, client service commitment, analytic thinking, creativity, team building and project management, and written and oral communications. Confidence presenting to groups is a must. Familiarity with qualitative and quantitative research methodologies and/or market modeling a plus. Knowledge of the software industry and key solution and application software product markets (eBusiness, ERP, CRM, SCM, business intelligence, knowledge management) is highly desirable. Five years experience in market research or consulting required. Experience with consulting firm or vendor's marketing, research, strategic planning or market/competitive intelligence departments is highly desirable BS required, MBA or equivalent beneficial. Ongoing training in business concepts, professional skills and analytic techniques will be encouraged. This position also requires some travel. Location: Framingham MA
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Research Manager, Contract Manufacturing Services (IDC)
Seeking a Manager or Director of Contract Manufacturing Services. This position is responsible for building the CMS business. More specifically, this individual will drive the overall research and product strategy, including business development, global expansion, and ongoing customer relations. Successful candidates must have a strong background in contract manufacturing services, outsourcing, and/or integration services. We require at least a BA/BS (preferably an MBA) degree in business, science, computer science, or similar. Must have strong skills in market research, analysis, writing, data and oral presentations.
Location: Framingham MA
Contact: A. Schneider, Fax: 508-935-4432, Phone: 508-935-4419, Email: idc_jobs@idc.com

Sr. Analyst, Latin America (IDC)
Developing a vision for the industry in Latin America; publishing written research reports and bulletins; providing strategic advisory services to leading industry clients; leading a business development plan; speaking at industry events and conferences; and collaborating with international colleagues to produce global insights. Bachelor Degree required, Master Degree a plus. Spanish or Portuguese fluency required.
Location: Miami FL
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Sales Manager, Enterprise Major Accounts (IDC)
High level major accounts sales professional for managing sales and business relationships at US HQ locations and coordinating worldwide business for several top IDC vendor customers. Responsible for monthly sales of services, to include renewing existing services as well as selling new annual services, other syndicated research, and consulting (working with dedicated consulting sales partner). Reports to VP of Enterprise Sales. Will require 30% travel, and excellent presentation, account organization, and penetration skills. Must have minimum of 5-8 years of executive selling experience with complex goods or services to technology vendors. Location: Framingham MA
Contact: G. Lawrence, Fax: 508-935-4432, Phone: 508-935-4137, Email: glawrence@idc.com

Sales Representative (IDC)

This is an entry level sales position that requires a 1 to 5 years sales and/or telemarketing experience or 5 to 10 years related technology experience. Strong familiarity with computer industry a must. Position is part of a focused sales team effort and will require 6+ hours/day on the phone with client and prospects. Position will be assisting major account sales people in varying parts of the pre and post sales cycle including prospecting, qualifying, interest development, education, proposal generation, follow on sales etc. Very strong and assertive phone skills a must, as well as a good team player and attitude. Strong computer skills a plus. Besides annual sales meetings, no overnight travel associated with this job. Position must start asap. As this person will be supporting multiple sales people, this position requires a very flexible and multi-tasking ability. Very limited overnight travel required. Location: Framingham MA

Contact: G. Lawrence, Fax: 508-935-4432, Phone: 508-935-4137, Email: glawrence@idc.com

Sales Representative (IDC)

This is an entry level sales position that requires a 1 to 5 years sales and/or telemarketing experience or 5 to 10 years related technology experience. Strong familiarity with computer industry a must. Position is part of a focused sales team effort and will require 6+ hours/day on the phone with client and prospects. Position will be assisting major account sales people in varying parts of the sales cycle including prospecting, qualifying, interest development, education, proposal generation etc. Very strong and assertive phone skills a must, as well as a good team player and attitude. Strong computer skills a plus. Besides annual sales meetings, no overnight travel associated with this job. Position must start asap. As this person will be supporting multiple sales people, this position requires a very flexible and multi-tasking ability.

Location: Framingham MA

Contact: G. Lawrence, Fax: 508-935-4432, Phone: 508-935-4137, Email: glawrence@idc.com

Advertising Coordinator (IDG Books Worldwide)

The Advertising Coordinator will coordinate advertising projects originated by the sales and marketing groups. Working with Sales Representatives and Channel Marketing staff, coordinates production of co-op advertisements, and with Product Marketing staff to coordinate production of consumer ads, publishing trade ads, remnant ads in IDG magazines, and ads in the back pages of IDG Books. Handles relations with ad reps and billing departments, including negotiating rates, placing insertion orders, processing P.O.s, obtaining deadline extensions, and troubleshooting. Requires some advertising or publishing experience preferred, but this could work as an entry level position; B.A. in related field; Microsoft Office requires and some knowledge of desktop publishing desirable. Excellent administrative and communication skills; ability to prioritize multiple tasks in a fast-paced environment; comfortable working independently and as part of a team.

Location: New York NY

Contact: J. Meyers, Fax: 212-884-5547, Email: nyjobs@idgbooks.com

Quality Control Technician (IDG Books Worldwide)

The QC Technician must be a stickler for accuracy and detail. This team member will work in the production department and must have a working knowledge of Quark, and Mac OS with a very keen eye for detail. Additionally, this person must be familiar with blues, able to work on several projects simultaneously and in a fast-paced environment. You must also have excellent communication skills, proof reading abilities and proven ability to problem solve. At least one years experience in book publishing is desirable or in a related industry.

Location: Foster City CA

Contact: C. Yam, Fax: 650-653-7513, Email: cajobs@idgbooks.com

Regional Sales Manager (IT Careers)
ITCareers, IDG's recruitment solution for the Information Technology community, is seeking a Regional Manager to join the eastern sales team. Responsibilities include selling recruitment advertising in InfoWorld, Computerworld, NetworkWorld and CIO Magazine, as well as ITCareers.com. Must be a talented sales professional with 3-5 years proven experience in an ad agency, sales, publishing or media environment. Qualified candidates must be highly organized, detail orientated, self starting with a strong customer service approach. Ability to manage multiple tasks simultaneously and work well under deadlines in a fast paced work environment. Must have working knowledge of basic computer software. Location: East Coast
Contact: D. Holzer, Fax: 212-987-0331, Email: deanne_holzer@itcareers.net

Account Executive (Mac Publishing)
Mac Publishing is looking for a high energy sales person to join our display sales staff. The Account Executive's primary responsibilities will be to service current accounts, prospect for new business and work well with their outside sales counterpart. Candidates must have a strong phone presence, strong sales administration and organizational skills. The ideal individual will have 2-3 years of sales experience, be familiar with high-tech and be very team oriented. Location: San Francisco CA
Contact: G. Lindsley, Phone: 415-243-3578

Senior Designer (Network World)
Award-winning design team is seeking a talented Senior Designer with 5+ years experience in print publishing. Want to work with the best photographers, illustrators and designers to create captivating magazine layouts every week? Do you have a great eye for typography? Are you a self-starter with a positive attitude and excellent organization skills? This could be your opportunity. You must be able to work in a deadline-driven, team-oriented environment and you must have experience in QuarkXpress, Photoshop and Freehand or Illustrator. Illustration skills are a big plus. Location: Southborough MA
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Sales Assistant (Network World)
Excellent opportunity exists for an experienced Sales Assistant who enjoys a fast paced environment and a variety of assignments. In this position you will work closely with and support the sales efforts of our District Sales Manager and Account Executive. You will utilize your superior customer service skills in developing ongoing relationships with our clients. You will also be responsible for coordinating events, ordering supplies, conducting Internet searches, database management, travel arrangements, file management, fulfilling customer requests, and assisting co-workers as needed. To qualify for this highly visible position you must be proficient in a Microsoft Office environment (Word/Excel/PowerPoint) and have the ability to use the Internet for research work and email for daily correspondence with customers. The successful candidate will have excellent organizational skills with a high attention to detail. In addition you must have excellent communication and customer service skills. Two year's previous experience working in a sales environment is preferred as well as familiarity with Lexis-Nexis and Saleslogix softwares. Location: Irvine CA
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Editor in Chief (PC World)
The Editor in Chief will be responsible for managing the mission, direction and content of PC World both in print and online. Reporting to and receiving guidance from the Editorial Director, he/she will set and enforce standards for editorial excellence, ensure that content meets the changing needs of its online audience and print readership, and improve PC World's competitive position in both media. The EIC will manage departmental resources --including staff and budgets-- and will work closely with the Executive Editors to develop strong content integration across publishing platforms. Candidates should combine exceptional management skills with top-notch writing and editing skills. A minimum of five years' senior editorial management in either online or print, along with demonstrated ability in motivating and managing workgroups and bringing complex projects in on deadline, is required. Applicants should possess comprehensive knowledge of the PC market, extensive industry contacts, and the foresight to anticipate and the flexibility to adapt quickly to changes in this field. Location: San Francisco CA
Contact: R. Willoughby, Fax: 415-974-7316, Phone: 415-978-3205, Email: richard_willoughby@pcworld.com

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

13

Stephanie Beach *InfoWorld*

12

Ágnes Radnóti *IDG Hungary*

11

Viola Farkas *IDG Hungary*
Éva Szegvári *IDG Hungary*

10

Nicklas Mattson *IDG Sweden*
Merrill Walsh *IDC*
Colleen Beattie *IDG Australia*

9

Carol Johnstone *Mac Publishing*
Maria Ribeiro da Costa *IDG Brazil*

8

Alyson Morales *IDC*
Diane Steele *IDG Books*
Suzanne Synder *IDG Books*
Marisa Bertoldi Zampini *IDG Brazil*
Juan Ramón Melara *IDG Spain*
Erzsébet Gazdag *IDG Hungary*

7

Kristin Cocks *IDG Books*

6

Kristine Equihua *IDG Communications*
Martine Edwards *IDG Books*
Candace O'Keefe *Computerwold*
Szilvia Szendrey *IDG Hungary*

5

Frank Hayes *Computerworld*
Makoto Kuroda *IDG Japan*
David Minehart *InfoWorld*

4

Ricardo Sandoval *Mac Publishing*
Jose Rodriguez *IDC*
Jenaffer Brandt *IDG Books*
Mary Klugh *IDG Books*

3

Warren Childs *IDC*
Susan Burke *IDG Books*
Elsa Fox *IDG Books*
Robert Podrasky *IDG Books*
Maureen Grady *Computerworld*
Chiho Kasahara *IDG Japan*
Judit Mallász *IDG Hungary*
Sándor Csórián *IDG Hungary*
Árpád Palotai *IDG Hungary*
Philip Hall *Thai Computerworld*

2

Ann O'Hara *The Industry Standard*
Renee Sweeney *The Industry Standard*
Theresa Varveris *IDG Books*
Wendi Berardi *IDG Books*
Sean Monkhouse *IDG Books*
Kristine Guay *Network World*
Yumiko Uchimura *IDG Japan*
Takao Shimoji *IDG Japan*

1

Blake Kahan *The Industry Standard*
Polly Sprenger *The Industry Standard*
Miguel Helft *The Industry Standard*
Kenneth Li *The Industry Standard*
Aaron Jones *The Industry Standard*
James Yong *The Industry Standard*
Brian Behnke *The Industry Standard*
Stephanie Salazar *The Industry Standard*
Tammy Gilson-Hodge *IDC*
Bryan Ma *IDC*
Tracy Williams *IDC*
Amanda Foxworth *IDG Books*
Candace Nickolson *IDG Books*
Ric Apparius *IDG Books*
Felicia Williams *PC World*
Stephanie Sim *IDG Hong Kong*
Mariana Balboni *IDG Brazil*
Luis Fernando Tinoco *IDG Brazil*
Mario Nagano *IDG Brazil*
Fabio Koiti *IDG Brazil*
Lars Schmidt Jensen *IDG Denmark*
Imre Egri *IDG Hungary*
Sándor Steigler *IDG Hungary*
Erzsébet Szigeti *IDG Hungary*
Árpád Szilágyi *IDG Hungary*
Nicola Krapohl *IDG Germany*
Katrin Kaufmann *IDG Germany*
Jörg Schröper *IDG Germany*
Christiane Bertram *IDG Germany*
Joachim Latta *IDG Germany*
Richard Coppola *IDG Germany*
Karlhorst Klotz *IDG Germany*
Verena Loske *IDG Germany*
Katrin Elsler *IDG Germany*
Brigitte Bockmeier *IDG Germany*
Thomas Springer *IDG Germany*
Ulrich Bantle *IDG Germany*
Andreas Csaszar *IDG Germany*
Morakot Pookhlibmuang *Thai Computerworld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG Japan aims for teambuilding with annual tourney

Thirteen golfing enthusiasts from IDG Japan's 90-person staff headed to Chiba Yomiuri Country Club last month to vie for the annual IDG Japan Cup. ***Yuichi Tsujimura****, manager of the ad sales dept., captured the low score at the employee-only event over the runner-up, IDG Japan President and CEO* ***Setsuro Tamai****. (Front, L-R):* ***Hideki Kojima****, ad sales;* ***Yuichi Tsujimura****,* ***Setsuro Tamai****,* ***Naohito Kato****, publisher, Windows 200 World;* ***Shigeru Nakabayashi****, ad sales. (Back row, L-R):* ***Yuji Nishigori****, ad sales;* ***Nobuo Iehara****, World Expo;* ***Yasuhiro Watanabe****, ad sales,* ***Akiko Bando****, accounting;* ***Akira Honma****, ad sales;* ***Soroku Hatori****, executive assistant to the president;* ***Kazuhiro Hara****, e-Media;* ***Masato Tsuchiya****, convention marketing.*

for fun

off line

Congratulations to all our enthusiastic caption contributors. Winner **Aaron Read** wil have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Honorable mentions

"So I said, 'You'll outsource our systems over my dead body.'"
Rob Hailstone *IDC U.K.*

"I knew we'd be in trouble if we stuck with Fortran."
Terri Stone *Macworld*

"I think they're taking the word 'deadline' extremely seriously!"
Iben Lillie *IDC Nordic (Denmark)*

"Dead meat – that's what we'll be if the network doesn't come back up soon."
Susan Moritz *IDG Books (Indianapolis)*

"I think they're just waiting for you to kill that file."
John Gravener *IDG Books (Foster City, Calif.)*

"Send an e-mail to headhunters.com saying that they messed up on our order when we asked for four lawyers."
Simon Salamon *IDC (New York)*

"Uh, Harry...things *really* don't look good for your computer right now."
Christine Campbell *IDG News Service (Boston)*

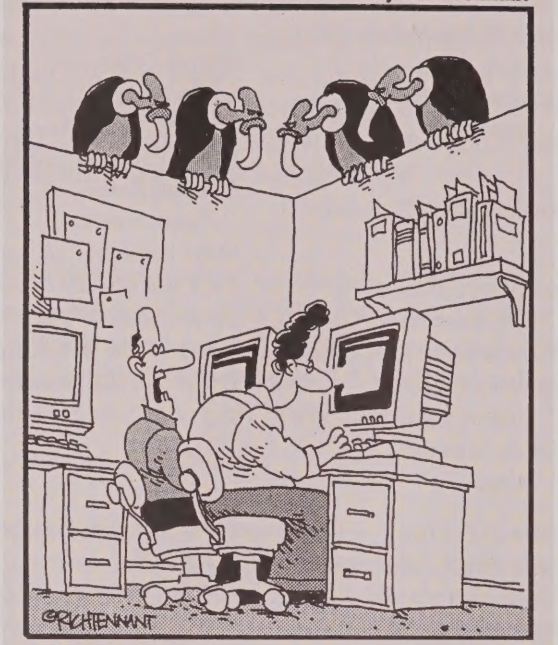
"When did it dawn on you that being an OS/2 programmer wasn't working out?"
Bill Ganci *IDC (Mountain View, Calif.)*

"We use 8088 PCs running DOS 3.3 and you wonder what they're doing here?"
Rob Springer *IDG books (Indianapolis)*

"Ya know, it seems like I.S. always knows when you're on the Internet."
Bill Divish *IDG Books (Indianapolis)*

"You know, if you'd just store your lunch in the fridge like everybody else, this wouldn't happen."
Dan Amrich *IDG Games Media Group*

The 5th Wave By Rich Tennant



"Well, I see the Board of Directors is taking a tour of the office again..."
Aaron Read ITworld.com (Southborough, Mass.)

"Maybe we should consider upgrading from DOS!"
Peter Wiwe *IDG Denmark*

"I thought a high burn rate meant we were hot on the Web, so why are these vultures hanging around?"
Tony Stagnitta *IDG Australia*

"What makes you think our positions are redundant?"
Ian Lamont *Network World*

"Somethin' tells me we shouldn't have picked this place for our IPO."
Mike Karagantcheff *IDG Netherlands*

Rich Tennant's original caption

"You ever get the feeling this project could just up and die at any moment?"

Calendar photos due Sept. 11

See complete details for the IDG Employee Photo Calendar Contest on p. 5.

Site of the month

www.looksmart.com

LookSmart's directory of 1.5 million Web sites is indexed into more than 100,000 categories, providing quality search results and concise descriptions for each site. It covers magazine sites, company directories and more. In addition to U.S. listings, the Global Directories section covers Australia, Canada, Hong Kong, Malaysia, Netherlands, New Zealand, Singapore and the U.K.

*— IDC Framingham Library Director **Merrill Walsh** selects a "Web site of the month" for the monthly IDC highlights report.*

IDG WorldUpdate

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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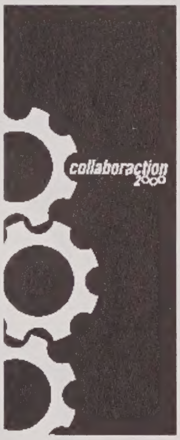
Third U.S. Sales Meeting celebrates success of "collaboraction"

300 sales reps gather to cheer their accomplishments, share ideas and plan future strategy

*Amidst a room replete with derring-do decor, IDG President and CEO **Kelly Conlin** made an entrance worthy of 007 himself as he "bonded" with sales attendees before the awards dinner.*

If IDG's U.S. publishing operations are having a hot year, they found the right place to celebrate: the Arizona desert in August. "Collaboraction" was again the theme of the third annual meeting, held in Scottsdale, Ariz., last month. Attendees cheered the success that collaboraction brought IDG in the last year and met to share success stories and discover ways to add to them.

"Collaboraction is not a theory," said IDG Chairman **Pat McGovern** at the opening session, "it's really working." And he had the numbers to prove it. There has been a 21% increase in ad pages in the IT industry this year but a 49% increase in ad pages in IDG publications and a 64% increase in the number of advertisers with IDG. Moreover, IDG's primary competitors have both seen declines in their ad pages.



"The bottom line is customer loyalty and making it easier to work with IDG," said IDG Communications President **Joan Kelly**. "This meeting is a time for colleagues to get to know and enjoy each other and understand how well our products complement each other and how by working together in a friendly environment IDG becomes more successful."

She noted that not long ago sales representatives generally did not read other IDG publications' mastheads, did not know the phone numbers of their colleagues at sister publications or what office they worked out of. "We've come a long way in three short years, and we've become much more successful by working together, sharing RFP's and holding joint customer events," she said.

Attending the three-day meeting were some 300 sales representatives from *Computerworld*, CXO Media, IDG Books, IDG Communications, IDG Corporate Accounts, IDG Global Communications, IDG World Expo, IDG.net, *The Industry Standard*, *InfoWorld*, IT

continued on page 4

IDG racks up impressive worldwide stats

IDG President and CEO **Kelly Conlin** tallied some of IDG's worldwide accomplishments for attendees at the U.S. Sales Meeting. He noted that in the past 12 months, IDG companies collectively have:

- Generated 5,000 research reports.
- Sold more than 30 million books.
- Distributed more than 300 million publications with two to five readers each.
- Delivered more than 1.2 billion e-mail newsletters.
- Served more than 3.2 billion online ad impressions.

U.S. business unit executives recount year's highlights

*IDG President and CEO **Kelly Conlin** posed the following question to a panel of IDG business unit executives: What was the best thing that happened to your business unit this year?*

Rousseau

John Rousseau, IDG Games Media: "We initiated a wonderful product – the annual 16-page holiday shopping guide in *USA Today*. *GamePro* has a paid circulation of 500,000 per month, is read by 3 million male teens per month, and three out of 10 ad pages are out of category."

Crowley

Janis Crowley, vice president, general manager, ITcareers: " We launched ITcareers, and it's thriving as one resource with many opportunities."

Bill Reinstein, ITworld.com: "It was an exciting year out of the gate. In the last nine months we were the leading producer of custom Webcasts in the IT marketplace. In the last three quarters of this fiscal year, ITworld.com produced 42 Webcasts for U.S.-based IT vendors in our custom and editorial formats. We know of no other Webcast producer in the IT space who can touch that."

Maund

Bob Maund, publisher, *InfoWorld*: "Our online business is growing by leaps and bounds. We launched the sold-out InfoWorld CTO Forum. Our business development group brought in more than 100 new print and online advertisers generating $12 million over a goal of $6 million. We gained six market share points."

continued on page 6

IDG honors sales teams for outstanding collaborative work

IDG recognized its best collaboractive sales teams at a gala, James Bond-themed dinner the closing night of the U.S. Sales Meeting in Scottsdale, Ariz., last month. Awards went to the following:

The Collaboraction Team of the Year: Corio, Inc.

Led by *Network World* Associate Publisher, Western Region **Sandra Kupiec**, this team representing six IDG publications landed an exclusive contract with application service provider Corio, Inc. worth more than $1.5 million. Each team member received $1,000 in cash.

Pictured in top photo (l-r): ***Roy Kops****, PC World;* ***Vicki Miyaoka****, InfoWorld;* ***Sean Weglage****, Network World;* ***Kelly Conlin****;* ***Sandra Kupiec****, Network World;* ***Jim Barrett****, CXO Media. (Absent:* ***Debbie Sorich****, Computerworld; and* ***Alice Curren****, The Industry Standard.)*

The International Team of the Year: IBM

For four years **Jeff Bodenmann**, executive vice president, worldwide accounts director with IDG Corporate Accounts, has been working with IBM as a global partner of IDG. He and his team are the key reason IBM is IDG's largest advertiser, spending upward of $50 million worldwide. Team members received a signed IBM contract in a sterling silver Tiffany frame.

Middle photo (l-r): ***Jeff Bodenmann****, IDG Corporate Accounts;* ***Pamela Rock****, IDG Communications;* ***Lisa Brown****, CXO Media;* ***Steve Martin****, InfoWorld;* ***Kathy Powers****, CXO Media;* ***Thalia Karakitsios****, PC World;* ***Clare O'Brien****, ITworld;* ***Jacqui DiBianca****, Network World;* ***Fred LoSapio****, Computerworld;* ***Jamie Kalbach****, Network World. (Absent:* ***Bill Binan****, IDG Communications;* ***Julie Ekstrom****, InfoWorld;* ***Michael Dwornik****, PC World;* ***Anne O'Neil****, The Industry Standard;* ***Frank Rose****, The Industry Standard.)*

The Domestic Team of the Year: Microsoft

Thanks to the efforts of this team's work with Microsoft Corp., led by IDG Communications VP, Business Development **Hilary Ohara** and Director, Interactive Sales **Nick Harvey**, IDG for the first time has market share due to the unique ideas and products that grew revenue that was distributed among six IDG publications and ITworld.com. The team was given Compaq Power Pocket PCs fully loaded with Microsoft software.

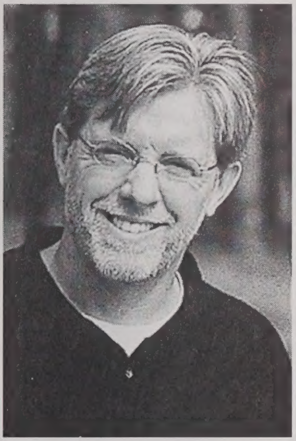
Bottom photo (l-r): ***Greg Pinski****, Computerworld;* ***Nick Harvey****, IDG Communications;* ***Carol Stiglic****, Network World;* ***Lisa Brown****, CXO Media;* ***Linda Holbrook****, Computerworld;* ***Ginny Pohlman****, IDG Corporate Accounts;* ***Hilary Ohara****, IDG Communications;* ***John Grosfeld****, InfoWorld;* ***Roy Kops****, PC World;* ***Laurel Spencer****, ITworld.com. (Absent:* ***Melissa Gruber****, PCW;* ***Julie Ekstrom****, InfoWorld;* ***Jamie Kalbach****, Network World;* ***Victoria Beltrano****, The Industry Standard;* ***Paula Connor****, CIO;* ***David Pellegrini****, InfoWorld;* ***Alice Curran****, The Industry Standard;* ***Marsha Bowers****, The Industry Standard.)*

IDG WORLD UPD OTOS

executive Q and A

Don Best

IDC's senior vice president of worldwide sales is this week's columnist. Part 1 of his column appeared Sept. 4.



IDC Worldwide Sales at-a-glance

Number of sales people worldwide 185 in FY2000 going to 256 in FY2001 (a 38% increase). Included in these totals are 100 U.S. sales staff in FY2000 going to 140 in FY2001 (a 40% increase).

Recent accomplishments

1) Worldwide bookings for FY'00 have grown by 30%.

2) Dramatically expanded our formal global selling program from 20 named accounts in 1998 to the "IDC Global 100," with an IDC global acounts team assigned to each. This is a key competitive advantage that none of our competitiors can offer.

3) Over the first nine months of the fiscal year, IDC U.S. brought in 541 new clients; that number will rise to 720 new customers for the full year. These are both IT vendor (or supplier) companies as well as dot-com start-ups that have never previously done business with IDC or our competitors.

Q How is selling research different than selling advertising in a publication?

A Given that our objective is to make our customers successful, the overall goals of selling research do not differ from selling advertising. However, the implementation may differ in several key areas. For example, there is nothing in the IDC sales cycle that resembles the influence of an advertising agency in a media sale. IDC is also not driven by the daily, weekly or monthly cycles that define print ad sales. Finally, it is much more difficult to define our market share at any given point in time; in contrast there are many ongoing indicators of share in the publication world. In the final analysis, having been on many sales calls with IDG ad salespeople, I can say that we have more in common than not.

Q Why is global account management so important?

A Our customers are increasingly running many aspects of their businesses without regard to national borders; understanding and capitalizing on key market trends is one of these areas. As a result, they expect, if not demand, that their partners in these areas provide seamless global service, including pricing, packaging and access. Several years ago IDC spotted this trend, and we realized that our success in the 21st century would require us to transform the way we manage our customers. In the mid-1990s, we introduced our Global Accounts program, beginning with 17 of the largest IT vendors in the world; we are about to begin FY01 with the IDC Global 100, which is made up of 100 diverse enterprises in all major industries.

Each of the IDC Global 100 is assigned a global accounts team, headed by the Global Account Managers (GAM). The GAM is assigned according to the location of the account's headquarters — the GAM for Hitachi, for example, is an IDC salesperson in Japan. The account team also has Regional Account Managers (RAM) located in each major region. Using Hitachi, there are RAMs based in Europe, the U.S., Asia (outside of Japan), Canada and Latin America. The GAM is largely responsible for defining and communicating overall account strategy; however, this is not a "command and control" role. The whole point of the program is to provide seamless IDC service to an account anywhere in the world.

The feedback on this program from our customers has been overwhelmingly positive. No other company can provide this level of flexible service, and as a result, we've been rewarded with dramatic growth in our business with these accounts. Several of these global account teams have also come to be considered critical partners with their customers. For example, last year IBM found out that IDC was holding a worldwide sales meeting in Newport Beach, Calif. They flew one of their senior executives to that meeting so she could have a strategy session with her IDC global accounts team, this being the only time that IDC's global "Team IBM" would be in the same physical location!

Q What kinds of training and tools are in place for IDC salespeople?

A Training is a high priority for IDC sales, one that we must continually improve. There are several elements to our overall training program. IDC "Boot Camp" is held for new sales employees several times per year, around the world, and is intended to provide the critical knowledge needed for success. That's usually followed by a course in ProActive Selling, which is the standard IDC sales process followed around the world and integrated into our other sales and marketing tools. There are also several advanced ProActive training modules in value selling, presentation skills and sales management. At least twice a year there are global selling workshops, and we provide peer knowledge sharing sessions during our quarterly and annual sales meetings.

IDC is currently rolling out two key tools: A customer relationship management (CRM) system called "Sekai," and an intranet called "InsideIDC." Sekai, which means "world" in Japanese, is a global, integrated CRM and sales automation tool. This is a highly powerful tool, provided by Clarify and operating in an Oracle environment, that will provide unparalleled productivity, collaboration and reporting capabilities for our entire global sales and marketing team. Phase I of Sekai rolled out in August in the U.S. and this month for the rest of the world, and Phase II, which will be extended to the research groups, will be rolled out toward the end of FY01.

InsideIDC is an enterprise-wide intranet initiative; IDC sales will have its own section. The sales section will contain critical content such as account assignments, leads, competitive information, training schedules and best practices.

Don Best may be reached at dbest@idc.com.

Creative ideas to open doors, close sales

Attendees of the third annual IDG U.S. Sales Meeting shared some sales tips with each other and *IDG World Update*.

Lisa Ladle Wallace, account director, Southeast, *Computerworld*: "Always think of the client. It sounds Zen-ish, you know, 'Center yourself and hum,' but I always, and I do mean always, take the last few minutes in the lobby to think about what exactly I/we can do to increase a client's sales, brand image. Think 'client first' and they notice. Be consultative, a team player and never give up. Your fellow reps are your best clients and allies. Remember, we are all employed by IDG and that means we are the smartest, finest, best thing happening out there!"

Rob Koenig, account executive, *Network World*: "I like to go in with the stock valuation approach, because many of our clients have stock ownership plans of their own in their companies. This is a great icebreaker. This, in turn, lets them know indirectly that you have done your homework and are concerned about their bottom line before getting down to their marketing strategy."

Kevin Ebmeyer, account director, *Computerworld*: "Write a singing telegram to be delivered to one of your toughest clients. After it's been delivered, call and see if they've softened and will agree to meet with you."

Paul Reiss, account director, *Computerworld*: "Buy a domain name that's appropriate for one of your clients and ask for a meeting to pitch a strategic microsite or micronetwork."

Sales Meeting

continued from page 1

Careers, *Network World*, *PC World*, *Publish*, as well as first-time attendees from *GamePro*, *Macworld* and ITworld.com.

IDG President and CEO **Kelly Conlin** began the meeting by noting IDG's successes, and congratulating the sales teams on their collaboractive efforts. "Collaboraction is really about delivering integrated marketing programs to our customers," he said. "Collaboraction is as important within each business unit — as they increasingly build programs that include print, online and events — as it is across business units when our customers expect an integrated IDG proposal."

A very telling sign of IDG's success in the market was that IDG's 47% rise in ad pages came as both Ziff and CMP had ad page declines.

In the U.S. from January to June of this year, Ziff-Davis' ad pages were down 11%, CMP's down 7%, while IDG's were up 47%. IDG has also collected 84 editorial awards to date in 2000 and seen publishing revenue grow 23%, while online revenue growth is up 88%.

"IDG's consistent, sustainable vision, flexible, entrepreneurial structure, and the quality of information we provide in a wildly changing market has led to 36 years of consistent revenue growth," Conlin said.

"Pat's and Kelly's presentations hammered home what an excellent time it is to sell for IDG," said *Network World* Associate Publisher/Eastern Manager **Tom Davis**. "I knew it was a great year for *Network World* but didn't know how superior IDG's performance is compared to all its competition."

The sales meeting provides a forum for business units to introduce new or updated products and sales tools to their sales teams, share the latest business unit and corporate information, and give the salespeople a chance to learn from their peers' experiences.

As expected, collaborative ideas abounded, from large-scale, multi-business-unit efforts to one-on-one ideas. *Computerworld* Account Director, Southeast, **Lisa Ladle Wallace** said she mentions other IDG publications on sales calls. "[CXO Media's] *Darwin* is a smart buy for a variety of our clients and discussing it with them is intelligent and consultative. Though I don't see a dime, the client appreciates the candor and knowing they're in the forefront of our thinking. We all must start doing this or continue to do this."

The Network World sales team takes time out for a little sightseeing at Arizona's Grand Canyon.

Evilee Thibeault, president and publisher of *Network World*, noted an increase in market share due to collaboraction. "It's a beautiful thing for IDG," she said. "When IDG is first, we win as a cohesive unit. It's been very successful, and we need to keep doing it."

One of *Network World*'s collaboractive success stories began last year with the small networking product company Marconi. The firm had only been advertising in *Network World* until *Network World* Senior District Manager **Elisa DellaRocco** brought *InfoWorld*, *CIO* and *The Industry Standard* into the mix. While DellaRocco was the sole point of contact for Marconi and its agency, sales representative from the other business units worked together to deliver the entire IDG package. In the end, Marconi signed a contract for $3.2 million in 2000 and 2001 in four IDG publications, up from $400,000 in 1999 for *Network World* only.

Sales representatives from *Network World* and *Computerworld* worked together to take business from IDG's competition. Cisco Systems' Jump Start consulting program was looking to run supplied inserts in four IT publications, only one of which was an IDG title. According to *CW* Vice President/Key Accounts **Linda Holbrook**, *Network World* Regional Manager **Miles Dennison** came into her office and said, 'I think we've got a big one here.'

"We understood the budget constraints of the half-million-dollar program, and both *Network World*

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and *Computerworld* offered tremendous flexibility and aggressive rates," Holbrook said. "Through collaboraction, we took more insertions from *Interactive Week* and *Information Week*." In the end, IDG won almost twice as much business as it was supposed to – a four-page insert program that will run five times in *Computerworld* and six times in *Network World* – and got the lion's share of the inserts running in September, October and November.

Top tips

There are six reasons to collaboract, said *Computerworld* Account Director **Laurie Marinone** at a case-study session at the U.S. Sales Meeting.

- The real obstacles are outside IDG, not within.
- The market wants it.
- It makes us true marketing partners with our clients, offering them integrated, multi-faceted, multi-business-unit programs with big ideas.
- IDG makes more money as its market share increases.
- There is strength in numbers, which provides IDG with higher market visibility.
- We have more fun.

She also noted some tips for successful collaboraction:

- Share and communicate ideas from start to finish.
- Get to know and respect one another.
- The team leader manages the entire effort.
- Delegate and be efficient with your time.
- Present a united IDG front throughout all materials.
- Make it easy for the client.
- Make it fruitful for all.
- Make it fun.

According to *Computerworld* Account Director **Laurie Marinone**, there were 36 collaboractive efforts in the New England region alone since last October, 25 of which were wins for IDG with two or more business units in on the buy. Five were major wins with IDG receiving 75% or more of the project budget.

The flexible structure of the sales meeting let business unit sales teams break out into individual sessions to discuss their fall selling season, ways to collaboratively cover accounts and share ideas.

"The networking opportunities were abundant, and my national sales team had a chance to bond," said ITcareers Vice President and General Manager **Janis Crowley**, "which is a rare opportunity since we're spread across the country with home bases in San Mateo [Calif.], Chicago, and New York."

***Joan Kelly**, president of IDG Communications, accepts an award in recognition of her achievement in organizing the meeting.*

IDG WORLD UPDATE

The *PC World* sales team was given a preview of the monthly's newly redesigned Web site (www.pcworld.com), scheduled to launch later this month. "Everyone's really jazzed about it," said *PCW* Publisher **Bob Ostrow**. The site will soon provide targeted ad capabilities for advertisers, from topic-specific channel sponsorships to groups of product categories, allowing multiple opportunities to make the most of editorial content. "It's architecture more than window dressing and allows advertisers to target their customers," Ostrow said.

Computerworld has its own slate of upcoming projects with sales potential, starting with *Computerworld ROI*. The soon-to-be-published bimonthly, which will be sent to all *CW* subscribers, targets "the C titles" such as chief technology and information officers, said *CW* Associate Publisher **Sherry Driscoll-Coleman**. Case-study-oriented, it will cover "the intersection between business and technology," she said, and the real return on corporate investment in technology.

The ITworld salespeople had the chance to learn about their refined direction for '01 and what the core focus will be on their products and services, said President and CEO **Bill Reinstein**. "We will be leveraging the success that we have had with Webcasting and broadband media and expanding these areas in '01 and expect these markets to continue to grow. Our sales team is fired up, ready to sell and help ITworld.com top $18M in revenue in '01."

The meeting was not all work and no play, however. Off-site options ranged from golf to gliding and river rafting to competitive racecar driving. These events were "really helpful for 'team bonding' with the people I work with on a daily basis," *Network World* Account Executive **Rob Koenig** said. "It was nice to get to know them on a personal level outside of the professional environment."

"The venue and activities were top-shelf and that alone shows the spirit in which IDG both embraces collaboraction and appreciates the continuous and individual efforts of everyone in the IDG sales organization," said CW Vice President/Marketing **Derek Hulitzky**.

There was "excellent spirit and energy" among the overall IDG sales team, said ITworld.com's Reinstein. "I think everyone really got a great sense of what IDG's successes have been this year and that our asset base is large, stable and growing. The salespeople walked away really understanding that they work for a great company with a long history and a secure future."

Considering that future, **Wayne Silverman**, *PC World* associate publisher, East, said that the Paramus, N.J., satellite sales office organized a "Hit The Ground Running" dinner shortly after their return from Arizona. The more than 15 sales representatives from *PCW*, *Computerworld*, *Network World*, *InfoWorld* and *CIO* "got together to talk about building a collaboractive team," he said. "It was very effective, and we'll be holding monthly meetings."

For more information on the meeting, contact Joan Kelly at joan_kelly@idg.com.

Who knew? Employees reveal a bit of their lives beyond IDG

IDG World Update asked some of the U.S. sales meeting attendees for one surprising fact about themselves. Their answers are below.

Holbrook

Linda Holbrook, vice president, key accounts, *Computerworld* – "I've flown everything but a hot-air balloon and a jet. Then I took a job selling ad space, which is much scarier."

Libby Levinson, assistant to the president and CEO, IDG – "[Talk show host] Rosie O'Donnell said I was the worst singer she'd ever heard."

Piper

James Piper, director, interactive sales, IDG Communications – "I won best actor at a North Carolina theatre festival."

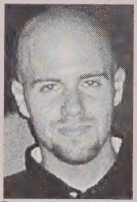
Heistermann

Volker Heistermann, marketing analyst, IDG Communications – "I was a paramedic for four years."

Rick Broughton, vice president, CIO, *Computerworld* – "I play drums in a jazz band."

DeBalko

Catey DeBalko, vice president, marketing, IDG Communications – "I'm related to Harry S Truman."


Daszykowski

Steven Daszykowski, East Coast sales associate, *GamePro* — "I'm a deep-house [dance music] DJ in Manhattan."

Fountain

Carol Fountain, regional sales manager, *InfoWorld* – "I trained for 11 weeks and did the 192-mile 1993 Pan-Mass Bike Ride in two days and raised $2,500 to benefit The Jimmy Fund for children with cancer."

Randell

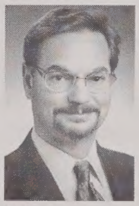
Becky Randell, district manager, *Network World* – "I used to own a flower shop."

Highlights

continued from page 1

Thibeault

Evilee Thibeault, *Network World*: "*Network World* won its first Computer Press Award [for Best Overall Trade Weekly], saw 5.5 million page views per month and blew away its profit plan. The ad sales market has been in decline for the last five years, while *Network World*'s pages were up 44%."


Edman

Jeff Edman, *PC World*: "It was a mighty year for mighty *PC World*. We hired a new vice president/editorial director, won the Grand Neal Award for the second year in a row, became the world's largest business/computer publications and closed the August issue with a 40% market share."

Gary Millrood, executive vice president of business, sales and marketing, IDG Books: "We began our transformation from the analog to the digital world, and developed a giant branded knowledge network as a knowledge solutions provider."

Steve Thompson, senior vice president, group publisher, *The Industry Standard*: "It was one hell of a slow year," he joked, "covering the most exciting story in business – the Internet economy. We've built a new kind of media company and look to be the Dow-Jones of the new economy."

Harrigan

Barry Harrigan, *Publish*: "Profitability. It leads to support and recognition as we move from the graphics communications market to the Internet communications market."

Joe Levy, acting CEO, Computerworld, Inc.: "*Computerworld* had its best year in five years, has shown year-over-year revenue growth in the last two quarters and that the weekly is not a dying industry." Levy, also president/CEO of CXO Media, added: "This was *CIO*'s greatest year ever. And the editorial and ad sales teams pulled off *Darwin*, the biggest launch for an IDG book in 18 years. Profits will nearly double year over year. We'd better plant more trees."

Joan Kelly, IDG Communications: "We developed the Unisys micronetwork. All of the business units are working together, and I've never felt such a sense of cooperation. You are making it easier for our customers to work with IDG."

Peter Mylchreest, vice president, IDG Global Solutions U.S.: "We are the added international value and represent you globally. Fifty-five percent of our accounts are new this year, and 11 of the top 20 accounts are new ones."

IDG

Week of September 11, 2000

Intern, Services (IDC)

The IDC Services Group seeks a motivated intern for the IT and Offshore Outsourcing Strategies program. This detail-oriented position involves tracking and entering outsourcing and other services contracts in an IT services contract database while simultaneously building relationships with industry analyst relations personnel. The successful intern will pro-actively gather information on IT services contracts through press releases, Web searches, and communications with vendor contacts. Ideally, the candidate for this position will have an understanding of the IT services market. Strong analytical skills and attention to detail are essential. Excellent customer relation skills are also required.
Location: Framingham MA
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Applications Developer (IDC)

IDC's application development team is looking for a special individual who combines strong interpersonal and team skills with first class technical capabilities. The selected candidate will use their abilities as a team player to deliver customer driven customer relationship management and sales force automation systems. Verbal and written communication skills will be crucial to success. On the technical side we are looking for at least three years experience developing client server applications in mission critical contexts. Experience with Visual Basic and SQL, structured design, testing and documentation are required. Experience with Oracle database environments, customer information systems, enterprise reporting systems such as Actuate and internet development skills are desirable. *Location: Framingham MA*
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

DeskTop / Network Support Specialist (IDC)

Reporting to the Manager of Desktop Services in Massachusetts, this position provides complete first and second level support for desktop applications. The candidate will configure and deploy all desktop software and hardware and work closely with network administration to resolve network issues. The candidate will also be involved in state-of-the-art desktop management systems, including Novell's Z.E.N. Works, and ManageWise suites. Responsibilities: Successfully support the components of IDC's technology environment: Windows 95/NT, Novell NetWare 5.0, Microsoft Office 97, Lotus Notes, Laptops. Requirements: Energetic and with three or more years of experience supporting and configuring PC hardware, software, and networking. Must have strong troubleshooting skills and thorough understanding of MS Office, Windows 95, and PC hardware. Must enjoy working with people and learning new technologies. Heavy lifting of 40 or more pounds may be required. Must speak Portuguese. Travel to South America required ongoing.
Location: Miami FL
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Data Specialist (IDC)

Publishing Services & Technologies (PS&T) seeks a motivated individual to verify the accuracy of data presented in IDC tables and figures (verify that totals check, tables and figures presenting the same information cross-check, market shares and growth rates are correct). Must have an aptitude for math and for working with data-intensive tables and figures; the ability to envision what the final chart will look like given the data provided; exceptional analytical, organizational, time management, and communication skills; and the ability to work well under deadline pressure. A bachelor's degree in a related field, 1-3 years of data checking or related experience, and proficiency in Excel are required.
Location: Framingham MA
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Production Coordinator (IDC)

Publishing Services & Technologies (PS&T) seeks a motivated individual to coordinate print, electronic, and Web deliverable production in a fast-paced environment. Specific duties will include job ticket management, assigning production tasks to editors and designers, invoice processing, and document distribution and archiving. The position requires strong interpersonal skills for daily interaction with project managers, internal clients, print vendors, and localization services. Proofreading and prepress skills are a must. Must have a minimum of 2 years of production trafficking experience. Lotus Notes experience and a bachelor's degree preferred. Proficiency with desktop publishing applications (QuarkXPress, Illustrator, Photoshop, Powerpoint, Word, Excel, Deltagraph) and editorial experience are a plus. *Location: Framingham MA*
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Research Analyst, Multifunction Peripherals (IDC)
Research analyst sought to produce insight on the growing trend of how software and services are impacting the printer, copier and multifunction peripheral (MFP) hardware markets. This highly visible position will produce research for a brand new IDC product. Additionally, this position will also provide research support for IDC's fast-growing MFP program. We are looking for candidates with excellent research skills with particular emphasis on insightful, thorough analysis; clear, concise writing abilities; excellent client support and dynamic public speaking skills. Knowledge of printer or MFP hardware market trends is essential. Software or services experience is a plus. BA/BS is required.
Location: Framingham MA
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Sales Representative (IDC)
This is an entry level sales position that requires a 1 to 5 years sales and/or telemarketing experience or 5 to 10 years related technology experience. Strong familiarity with computer industry a must. Position is part of a focused sales team effort and will require 6+ years hours/day on the phone with client and prospects. Position reports to Sales Director, HW and Telecom, Sales. Position will be handling current client base and be responsible to renew and grow these accounts. Very strong and assertive phone skills a must, as well as a good team player and attitude. Strong computer skills a plus. Besides annual sales meetings, no overnight travel associated with this job. Position open as of May 1, 2000.
Location: Mountain View CA
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Director Greater China Operations (IDC Asia/Pacific)
The selected candidate will be responsible for managing and growing IDC's Greater China Operations including China, Hong Kong and Taiwan. This position will be based in Beijing and will report to the Managing Director, IDC Asia Pacific. The job will require working closely with local and international customers and with IDC offices in the region. Requirements: Familiar with Information Technology industry trends and market dynamics in the Greater China region; Experience and knowledge of business practices in China, Hong Kong and Taiwan; Job experience in the IT industry in marketing/ product management/ channel; management/ strategic planning functions or experience in working in a services or information-based industry; Post-graduate degree or a bachelor's degree in Computer Science/Technology/Management or equivalent qualification; Excellent English and Mandarin language skills; Proven track record in business management; Experience in working in a multicultural environment. *Location: Beijing PRC*
Contact: D. Philbin, Fax: 508-424-4875, Phone: 508-935-4173, Email: dphilbin@idc.com

Office Assistant (IDG Global Communications)
IDG Global Communications, a division of International Data Group, the world's leading technology media, research and exposition company is seeking a qualified individual for the following position. The Office Assistant is responsible for providing clerical and administrative support to the IDG Global Communications staff and will report to the Operations Manager. Responsibilities include assisting with general office duties; mail distribution, answering phones, filing and faxing. In addition, assisting with purchasing and tracking office supplies and data processing. The Office Assistant should have excellent interpersonal skills, be incredibly resourceful, highly organized, detail oriented, have strong PC skills and a working knowledge of MS Word, Excel and email. Please submit resumes and salary requirements to IDG Global Communication, 155 Bovet Road, Suite 100, San Mateo, CA 94402, Attn: Shannon Wolf. Principals only. Company information is available at http://www.idg.com. *Location: San Mateo CA*
Contact: S. Wolf, Fax: 650-524-5730, Email: shannon_wolf@idg.com

Office Service Coordinator (IDG Corporate Support Group)
IDG is seeking an Office Service Coordinator. Responsibilities include sorting and distributing mail, FedEx, UPS, and other inbound material, shipping and receiving, moving furniture, set-up and maintenance of conference rooms, and other duties and special projects as assigned. Candidate must be detail oriented, well organized and have the ability to communicate effectively with all levels of staff, including executives. Experience in mailroom, shipping/receiving environment desired. Ability to lift 50 lbs. and maneuver 150 lbs. required. Valid MA driver's license and an excellent driving record. Knowledge of Lotus Notes preferred. *Location: Framingham MA*
Contact: J. Carty, Fax: 508-935-4600, Phone: 508-935-4480, Email: jennifer_carty@idg.com

Conference Coordinator (IDG World Expo Company)
IDG World Expo is seeking a Conference Coordinator to work with all logistics and operations as they pertain to the Conference Department. Responsibilities include coordinating all conference room sets, catering, signage, and day-to-day contact with speakers and outside consultants. Must have one year related experience, excellent attention to detail, superior written and verbal communication skills, as well as organizational and computer skills. Some administrative support required. Tradeshow planning experience a plus. Some travel required. *Location: Framingham MA*
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

Marketing Manager (IDG World Expo Company)

Responsible for developing, managing and implementing a marketing strategy resulting in increased attendance for fast-growing IT conference and tradeshow event. This individual will manage attendee and exhibitor promotion through print, broadcast, outdoor and on-line marketing efforts as well as coordinate public relations campaigns and trade group relationships. Budgetary responsibility and vendor management experience essential. Requires 3 - 5 years experience in marketing communications or technology event marketing. Minimal travel required. *Location: Framingham MA*
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

On-line Account Executive (ITworld.com)

Great opportunity for an entry level sales executive to develop On Line skills with the IT industry's leading producer of ITcontent on website and webcasting platforms. The Online Account Executive will: Work closely with Regional and District Managers to build and maintain strong client relationships. Vigorously prospect new leads resulting in sales primarily on ITworld's Community Sites (JavaWorld, LinuxWorld, and Unix Advisor) in an assigned territory, prepare and deliver proposals to new prospects, and be responsible for a personal sales quota. Work with an assigned sales team to develop comprehensive proposals for current client upgrades. The AE will also be responsible for coordinating all "post-sale" account activity, including both campaign and competitive analysis reporting. In addition, the AE will work with the Trafficking Coordinator to ensure the timely posting of all online campaigns. Qualified candidates must be highly organized, service and detail-oriented self-starters who can manage multiple tasks simultaneously and work well under deadlines in a fast-paced work environment. Experience in ad sales or Web publishing is extremely desirable. Online Account Executives will report directly to and be supervised by the Regional Sales Director. *Location: Southborough MA*
Contact: J. Davidson, Fax: 508-303-9788, Phone: 508-269-2964, Email: Jeff_Davidson@ITworld.com

On-line Account Executive (ITworld.com)

Great opportunity for an entry level sales executive to develop On Line skills with the IT industry's leading producer of ITcontent on website(s) and webcasting platforms. The Online Account Executive will: Work closely with District Managers to build and maintain strong client relationships. Vigorously prospect an assigned territory, prepare and deliver proposals to new prospects, and be responsible for a personal sales quota. Work with an assigned sales team to develop comprehensive proposals for current client upgrades. The AE will also be responsible for coordinating all "post-sale" account activity, including both campaign and competitive analysis reporting. In addition, the AE will work with the Trafficking Coordinator to ensure the timely posting of all online campaigns. Qualified candidates must be highly organized, service and detail-oriented self-starters who can manage multiple tasks simultaneously and work well under deadlines in a fast-paced work environment. Experience in ad sales or Web publishing is extremely desirable. Online Account Executives will report directly to and be supervised by the District Sales Manager. *Location: San Francisco CA*
Contact: J. Davidson, Fax: 508-303-9788, Phone: 508-269-2964, Email: Jeff_Davidson@ITworld.com

District Sales Manager (ITworld.com)

Based out of San Francisco, the District Advertising Manager will be primarily responsible for managing (and growing) a solid base of clients and agencies currently advertising on the ITworld's extensive suite of online properties including web site(s), newsletters, and Interactive Broadband Multimedia Content Delivery Webcasting). In addition, the successful candidate will PROSPECT and identify new accounts, secure and pursue high-level appointments, prepare expert proposals, and close significant new business to secure aggressive revenue goals. Job Responsibilities: Manage existing account base. Prospect for New Clients. Write and present Proposals resulting in incremental revenues and profits. Work with IDG's Global Communications group to develop integrated proposals for collective major accounts. Provide weekly status reports and daily call reports. Special skills and requirements: At least 5+ years of Direct Sales. Successful Territory Management is required. Internet sales experience helpful. *Location: San Francisco CA*
Contact: J. Davidson, Fax: 508-303-9788, Phone: 508-269-2964, Email: Jeff_Davidson@ITworld.com

District Sales Manager (ITworld.com)

Based out of the New York area, the District Advertising Manager will be primarily be responsible for managing (and growing) a solid base of clients and agencies currently advertising on the ITworld's extensive suite of online properties including web site(s), newsletters, and Interactive Broadband Multimedia Content Delivery (Webcasting). In addition, the successful candidate will PROSPECT and identify new accounts, secure and pursue high-level appointments, prepare expert proposals, and close significant new business to secure aggressive revenue goals. Job responsibilities: Manage existing account base. Prospect for New Clients. Write and present Proposals resulting in incremental revenues and profits. Work with IDG's Global Communications group to develop integrated proposals for collective major accounts. Provide weekly status reports and daily call reports. Special skills and Requirements: At least 5+ years of Direct Sales. Successful Territory Management is required. Internet Sales Experience helpful. *Location: New York NY*
Contact: J. Davidson, Fax: 508-303-9788, Phone: 508-269-2964, Email: Jeff_Davidson@ITworld.com

Staff Writer (Network World)
Network World's dynamic editorial department is searching for a staff writer to join the editorial team. We are seeking individuals with 2 - 5 years of journalism experience interested in writing about the fast growing computer network industry. Writers would be expected to produce three to five stories per week for print/online publication. Location: Flexible *Location: Flexible*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

Operations/Fulfillment Manager (Network World)
The Operations/Fulfillment Manager is responsible for overall event data management and manipulation. Fulfillment services (all attendee related information & treatment), database management and operations are critical to the success of the Seminar & Events group. The champion of this area will focus on manipulating data to support the highest level of data integrity, support marketing efforts, improved registration and attendance records, delivery of On-line Resource, CD project management program, etc. In addition all materials distributed to attendees will be produced and distributed by the fulfillment/operations group. The candidate will have experience of 5+ years in management, with specific experience in event operations and fulfillment services as a requirement. An aptitude for multi-tasking, teambuilding, crisis management, planning and attention-to-detail will ensure success for the individual and Seminars & Events. Travel is required. *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Phone: 508-490-6472, Email: hotjobs@nww.com

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23
Kathleen Nebenhaus *IDG Books*

17
John Gallant *Network World*

16
Cheryl Crivello *Network World*

14
Janet Glynn *IDG*
Angele Boyd-Myers *IDC*
Marianne Nichols *IDC*

13
Gary Beach *CXO Media*

12
Hilary Kushinsky *CXO Media*

11
Jay Novack *IDG World Expo*
Susanne Seidelhuber *IDG Austria*
Christina Olschlager *IDG Germany*

10
Lynda Rosenthal *CXO Media*
Teresa Lui *IDG Hong Kong*

9
Jiri Zadnik *IDG Czech*
Natalye Alter *IDC*

8
Nancy Dixon *IDG*
Donna Hopkins *IDG World Expo*

7
Paula Connor *CXO Media*
Cheryl Talamini *IDG*
Albert Gallan *IDG Books*

6
Debbie Niman *Publish*
Kathryn Grayson *CXO Media*
Ruzena Holikova *IDG Czech*
Melissa Auciello-Brogan *IDG Books*
Luisa Perez *IDG Books*
Holly Wittenberg *IDG Books*
Brenda McLaughlin *IDG Books*
Lee Schlesinger *ITworld.com*
Serena Ko *IDG Hong Kong*
Radiance Tan *Computerworld Malaysia*

5
Glenn Mosesso *IDG*
Keith Kenner *CXO Media*
Paul Carlin *IDG*
Carol Zarrow *CXO Media*
Karel Taschner *IDG Czech*
Margaret Green *Mac Publishing*
Suzanne McMillen *IDC*
Karin Leite *IDG Books*
Michael Sullivan *IDG Books*
Annemiek Hamming *IDC Benelux*
Renata Wardecka *IDG Poland*
Aldona Rekawek *IDG Poland*
John Jones *Laurentian Technomedia*

4
Steve Inza *IDG International Publishing Services*
Jana Hekerlova *IDG Czech*
Steven Phillips *IDC*
Mark Butler *IDG Books*
Robyn Burnett *IDG Books*
Betty Amaro *Network World*

3
Erica Driscoll Ribeiro *IDG*
Karen Budreau *IDG*
Todd Datz *CXO Media*
Susan Law *IDG*
Margaret Mitchell *CXO Media*
Teresa Haas *CXO Media*
Nancy Weil *IDG News Service*
Renata Saskova *IDG Czech*
Holly McGuire *IDG Books*
John Hislop *IDG Books*
Barbara Hanna *IDG Books*
Marianne Kolding *IDC U.K.*
Mark Cribbens *IDC New Zealand*

2
Karen Whitman *IDG World Expo*
John McNulty *IDC*
Stephen Clifford *IDC*
Larry Wilson *IDG Books*
Georgette Blau *IDG Books*
Katsutaka Ishibashi *IDG Japan*
Aldis Ozols *IDG Australia*
J.O.S. Svendsen *IDG Denmark*
Constance Labarsouque *PC Advisor*
Julia Ekstrom *InfoWorld*

1
Charles Corpuz *IDG*
Brian Smyers *IDG*
Petr Velecky *IDG Czech*
Thomas Morris *IDC*
Michelle O'Mahoney *IDC*
Thomas Shaw *IDC*
John Greenough, II *IDG Books*
Laura Albert *IDG Books*
Betheria Williams *IDG Books*
Emily Wichlinski *IDG Books*
Noki Morimoto *IDG Japan*
Masako Nagae *IDG Japan*
Ben Gerholt *IDG Australia*
Patrick Bonstead *PC World*
John Tjon *PC World*
Alberto D'Ottavi *IDG Italy*
Daniel Bergsagel *IDG Denmark*
Helge Jorgensen *IDG Denmark*
Jan Hendry *IDG Denmark*
Adam Rue *IDG Denmark*
Carola Zug *IDG Germany*
Frank Maier *IDG Germany*
Denise Ryan *IDG Germany*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Nine salespeople honored for outstanding performance

Six "Most Valuable Player " (MVP) awards were presented at the U.S. sales meeting for outstanding performance in a variety of categories.

1) MVP/Quantex
Wayne Silverman*, PC World associate publisher/East;* ***Mike Anthony****, PC World account manager/East;* ***Gabrielle Green****, PC World, national accounts manager*
This team was recognized for "most integrated program," which included four custom publishing pages, four ROP ads, online microsite and direct mail.

2) MVP/Nortel
Don Seay*, Network World regional sales manager;* ***Clare O'Brien****, East Coast regional sales director, ITworld.com*
The team sold several unique Webcasts and became very influential in Nortel's strategic business development.

3) MVP/International
Johanna O'Connor*, senior director of international accounts, IDG Global Solutions*
Contributed up to 45% of IDG international sales, a tremendous feat from six salespeople.

4) MVP/GamePro
Abbie Feibush*, Northwest sales manager*
Has worked every territory (East Coast, Southwest, now Northwest) for *GamePro* and last year brought in nearly $5 million in net revenue for her territory.

5) MVP/PC World
Jason Bishop*, account representative*
Responsible for 43 new accounts whose first-time insertions alone accounted for revenue totaling $1,302,802 (48.5 pages).

6) MVP/ITcareers
Andrea Denny*, senior account manager*
Brought in 40 new customers equaling $900,000 in revenue.

celebrating 10!

Name
Maryfran Johnson

Home
Stow, Mass.

Joined Computerworld
June 26, 1989 (my God, I still remember the date) as a senior writer.

Career path since joining Computerworld
Falling forward in slow motion? I was a reporter from 1989-93, covering midrange computing, Unix and client/server, and then got to launch *Client/Server Journal* as the founding editor. From there I was drafted to be the news editor (1994-96) then executive editor (1996-99) and finally there was no place further to fall forward than editor-in-chief.

Best part of your job
The illusion of being in control.

Most memorable work moment?
That would have to be the time I was giving a speech to a room full of extremely drunken IT managers and software engineers at an Indian restaurant in Seattle. The place was done up like the jungle, with animatronic creatures making all kinds of noises, including a life-size elephant who bellowed and shook his massive head from side to side. As I got my speech started, some smart aleck at the back of the room yells, "Why don't you give your speech up on the elephant?" Big laugh. So I wait a beat and then say "I'm not that kind of a speaker, boys." Even bigger laugh. No doubt it's the only thing they remember from that speech.

I joined IDG because
The Boston Globe not only wasn't hiring, but you had to practically inherit a job from someone who died. And they all take too long to die.

What's kept you at IDG for 10 years?
I just like everything about the place. The work is great, my co-workers are high-energy and great fun to be around, IT managers are (let's face it) just adorable, the industry is always entertaining, and the core journalistic values hold truer at IDG than at any other tech publisher.

Interests outside the office
Gardening as a full-contact sport; classical piano (especially Chopin and Rachmaninoff) and pestering my teenagers to do the dishes.

Family
Husband Doug, daughters Erin, 19, and Katy, 15.

Of what accomplishment at work are you most proud?
Launching the Computerworld Premier 100 IT Leaders conference in June. It was the first time editorial folks ever got to create their dream conference from the ground up, and it was almost too much fun to be legal.

*IDG Chairman **Pat McGovern** dined with Computerworld's **Maryfran Johnson** at the Ritz-Carlton in Boston to celebrate her 10th anniversary with the company.*

Fantasy job
Running a gardening magazine in France. From a villa in Provence.

First job?
Working in the pet department at Sears. I still can't stand the smell of tropical fish tanks.

Your idea of a perfect day alone?
I'm an off-the-charts extrovert, so "perfect day alone" is a contradiction in terms. We "E" types can't stand more than an hour all by ourselves!

If you won the lottery tomorrow, you would
Have a nervous breakdown. That's why I've never bought a lottery ticket.

Manager's profile
"Maryfran is a true editorial superstar. I've greatly enjoyed working closely with her for the past year as she and the entire editorial team continue to achieve great progress in returning *Computerworld* to its rightful spot as the 'must-read weekly' for IT leaders. Maryfran's talents extend beyond the editorial department as demonstrated by her 'collaboraction' with *Computerworld*'s business team to achieve our goals in FY'00 and beyond. In her spare time, Maryfran and her team have created *Computerworld*'s ROI supplement that will premiere in January. I'm certain that this too will be a huge success."

— Joe Levy, acting CEO, Computerworld, Inc.

HRSD West relocates

The Human Resources Service Division/West is moving to a new office effective Sept. 27. The new business address is:

301 Howard Street, 16th Floor
c/o Mac Publishing
San Francisco, CA 94105

The new telephone numbers will be:

Sue Murphy
415-243-3526
cell phone: 415-608-8583

Lisa Browne
415-243-3649

Su-Tsen Wu
415-243-3503

Connie Raleigh
tel: 415-243-3635
fax : 415-243-3694
tel: 508-935-4504 (Framingham, Mass.)

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423 0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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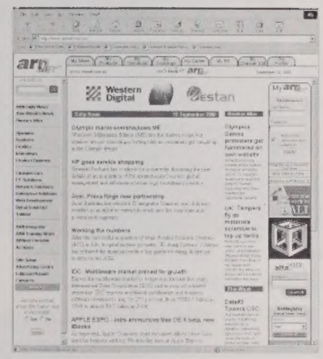
WWW.IDGWORLDUPDATE.COM

IDG Australia's revamped channel site offers personalized services



The eight personalized tabs at the top of the home page include "My News," "My Career," "My Products" and "My Distributor."

On July 26 IDG Australia's *Australian Reseller News* (ARN), the country's leading channel publication, reinvented its ARN Live Wire site as the Web portal site ARNnet (www.arnnet.com.au). It is Australia's first channel portal offering IT information, business news and product and distributor content aggregation.

The ambitious site reflects ARN's commitment to providing the channel with a range of personalized services beyond that of breaking IT news content.

"Most portals focus on information sources and delivery, so it was natural for us to follow that path," said **Tamara Plakalo**, ARNnet online producer. "However, as a site with a very niche audience, we are aware of the need to offer as many personalized services to the channel as we can identify as relevant and potentially beneficial to their business and individual development needs."

To that end, ARNnet offers personalized services, such as job and training searches, online shopping for training materials, public relations and marketing services, and product and distribution information.

IAN SHARP

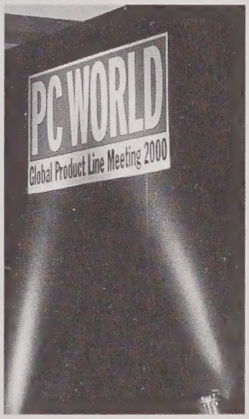
*(L-R): **Susan Searle**, VP/Channel Division; **Tamara Plakalo**, online producer and **Mark Jones**, ARN editor-in-chief, shaped ARNnet to include as many personalized services to the channel as possible.*

Eagerly awaited was the site's Distributors Single Sign On feature that allows resellers to access their

continued on page 2

Attendees share 'great ideas' at PCW Product Line meeting

What do *MikroDatorn, PC för Alla, PCtip, Computer!Totaal, PC Live!* and *InfoPC* all have in common? They're all local versions of *PC World*, which has 24 subsidiary and 40 licensee publications, plus two online-only editions for a grand total of 66 publications in 61 countries. Twenty-nine of those countries were represented by 109 PC World-ers at this year's PC World Product Line meeting, hosted by *PC Advisor* and held at the London Hilton Metropole Hotel, and the 27 speakers hailed from Poland to Australia and IDG Global Solutions to the IDG News Service.



The product Line meeting lets attendees share new ideas and experiences, forge new relationships and discuss issues specific to their individual areas, such as editorial, circulation, marketing and sales. Some of the "Great Ideas" from the meeting follow.

Circulation and marketing

We are currently running a very aggressive "Have You Subscribed Yet?" campaign in 12 publications, from business titles and lifestyle publications to daily and Sunday national newspapers. As a result of this campaign we saw a 28% increase over our projected subscription target; total subscriptions are up 60% from the previous year. Second, every quarter we produce a 24-page magazine in conjunction with Compustore, Ireland's largest indigenous computer retailer. The magazine, which targets the consumer and small-business markets, is bound into the current issue of *PC Live!* and also extracted for a 250,000-issue print run, which is distributed in letterboxes and to Compustore's retail outlets nationwide. This does not affect advertising in *PC Live!*, as only five ad

continued on page 4

PCW GPSC relocates

IDG Netherlands is now the home base of the PC World Global Product Support Center (GPSC).

PC World U.S. will still make its content available to IDG subsidiaries and licensees via CDs distributed by IDG International Publishing Services.

Contact details for the PCW GPSC are as follows:

IDG Netherlands
Richard Holkade 8
Haarlem
2033 PZ
The Netherlands
Tel: +31-23-546-1111
Fax: +31-23-546-1155

Paul Molenaar
Managing Director
IDG Netherlands
pmolenaar@idg.nl

Raimon Gort
Director, IDG Netherlands
Print Division
rgort@idg.nl

IDG channel titles around the world

ARN Integrator (Australia)
Australian Reseller News
Channel Moves (Reed, U.K.)*
Channel 2000 (Reed, U.K.)*
Channel World Philippines
China Computer Reseller World
ComputerPartner (Germany)
Computer Trade Shopper (Reed, U.K.)*
ComputerPartner Austria
ComputerPartner Netherlands
CW Canales (Venezuela)
Dealer World Espãna
Dealer World Portugal
Distributique (France)
it-branchen (Denmark)
IT-Kanava (Finland)
IT Partner (Poland)
IT.branschen (Sweden)
IT.bransjen (Norway)
MicroScope U.K. (Reed)*
Reseller News (New Zealand)
Reseller World Middle East (UAE)
The Weekly Channel (South Africa)

**IDG's relationship with Reed extends only to selling advertising into Reed titles.*

ARN

continued from page 1

distributors' sites without having to log in separately at all the sites, as long as those sites are accessed through ARNnet. "No other site that we know of has done anything similar for the IT reseller," Plakalo said, "and we are quite happy to be in the position where we can set some standards and see if anyone else thinks they're worth following."

Plakalo said ARNnet expects approximately 3,700 page views per day and some 1,400,000 per year. The site is supported by a number of local industry partners, including major distributors in Australia, such as Express Data and Ingram Micro, and industry veterans Cisco and Novell. The largest Australian distributor, Tech Pacific, was neither a partner nor a sponsor at launch and has since become a partner. "Considering that our site directly competes with Tech Pacific's for the "home of the channel" title, their participation is a great achievement and a confirmation that good news travels far and fast," Plakalo noted.

> *"Members of the channel community will find ARNnet a bit of fresh air in the chaotic Internet world."*
>
> *- Tamara Plakalo, online producer, ARNnet*

She said the site is currently registering one person every five minutes, a "great rate" for a portal of ARNnet's size and type. "I think resellers and other members of the channel community will find ARNnet a bit of fresh air in the chaotic Internet world [that offers] too much information and not enough imagination in trying to make that information digestible," Plakalo said.

ARN held a fabulous party on August 30 to celebrate the launch of ARNnet. Well over 200 advertisers were there to join in the fun, and, according to the staff "congratulations were as free flowing as the margaritas!"

ARNnet's development was a team effort, with VP/Channel Division and Publisher **Susan Searle**, *Australian Reseller News* Editor-in-Chief **Mark Jones**, National Sales Manager **Glen Myles**, Online Director **Ben Gerholt**, and Web Developers **Hendra Rusmana** and **Heidi Wolf** all working with Plakalo on the project.

For more information, contact Tamara Plakalo at tamara_plakalo@idg.com.au.

ARNed and ready: *Australian Reseller News* title is tops

Australian Reseller News was launched in 1991 and has a circulation of 10,500. Not only is *ARN* the leading channel publication in the country, it has the highest annual advertising revenue of any IT publication in Australia. While its focus is channel-related information, an increasing number of vendor organizations read *ARN* for IT business news. *ARN* also produces the bi-monthly *ARN Integrator* and one-time titles such as *ARN Windows 2000*.

IAN SHARP

(Front, L-R): ***Mark Jones****, ARN editor-in-chief;* ***Susan Searle****, VP/Channel Division;* ***Tamara Plakalo****, online producer. (Second row, L-R):* ***John Illingworth****, graphic designer;* ***Richard Noone****, section editor;* ***Gerard Norsa****, associate editor. (Third row, L-R) :* ***Lisa Smith****, sales coordinator;* ***Tessa Hoult****, account manager;* ***Elizabeth Miller****, account manager;* ***Helen Hahn****, journalist;* ***Georgina Swan****, section editor. (Back row, L-R):* ***Kylie Crossingham****, graphic designer;* ***Jeanne-Vida Douglas****, features journalist;* ***Vivienne Fisher****, features editor;* ***Alan Hartstein****, production manager;* ***Brett Winterford****, section editor;* ***Denise Taute****, account manager;* ***Agnes King****, journalist.*

Australian Reseller News
Global reseller bought out locally
Data#3 defends more bad results
CSIRO shuns channel

ARN competition is the local licensee of *Computer Reseller News* (DWR), as well as the IT section of press lord Rupert Murdoch's *The Australian* and some smaller titles.

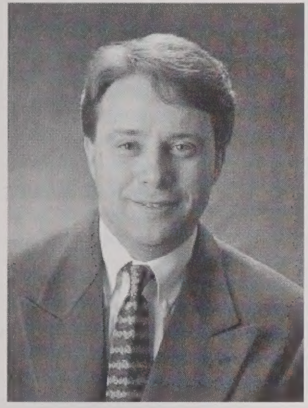
"We are very proud of our commitment to the channel both with our print publications and now our ground-breaking channel portal, which champions the channel community," said VP/Channel Division and Publisher **Susan Searle**. *"Australian Reseller News* has grabbed market dominance by translating traditional IDG values: we identified a strong buying community, ascertained their information needs, developed an excellent circulation strategy, continue to produce publications with the highest editorial quality and established advertising market dominance. It is a beautiful success story and now with a sophisticated Web strategy we will continue to stimulate and satisfy our market. Our competitors are always "going to do something"... we've subscribed to "let's try it!"

executive

Q and A

Bill Reinstein

The president & CEO of ITworld.com is this week's columnist.



ITworld.com, Inc. at-a-glance

Business unit established
September 1999

Web site established
February 2000

Locations and employees
Southborough, Mass. (53)
San Francisco (25)
Field (4)

Mission To be the leading source of IT problem-solving information and services.

Latest accomplishments
- Produced more than 50 Webcast events in the past nine months.
- Generated almost $11M in revenue in our first seven months of operation.
- Reached 350,000 unique members/subscribers in August.

FY01 Goals
- Achieve $20M in annual revenues from a diverse product line.
- Continue to expand our Webcast and broadband content initiatives.
- Grow our member base to more than 500,000 and double gross site traffic.

Q Briefly describe ITworld.com and how it operates.

A ITworld.com aims to provide a wide range of IT professionals with content and services they can use on a daily basis to be more productive and effective. At its core, ITworld.com aggregates, filters and showcases content from its IDG U.S. enterprise IT publishing partners: *Computerworld*, *CIO*, *InfoWorld* and *Network World*. Additionally, ITworld.com owns and operates three other community sites: JavaWorld (www.javaworld.com), LinuxWorld (www.linuxworld.com) and SunWorld (www.sunworld.com).

Surrounding the core content delivery, ITworld.com offers visitors 38 distinct free e-mail newsletters, access to the latest IT jobs through our newly relaunched ITcareers.com site and a host of useful services from white papers to RFP placement to peer problem solving to training. And through our IT Webcast group, we provide visitors with the widest available array of live and on-demand IT Webcasts from our editorial department and from IT vendors. Our revenue model, which has grown faster than that of any of our direct competitors, is based on five major categories: banner and e-mail newsletter advertising, Webcasting, recruitment advertising, list rental and partnerships. As we grow, we will be striving to add scalable revenue streams based on user subscription content and services.

Q Has ITworld.com's mission changed since its launch? How are you doing vis-a-vis the competition?

A ITworld.com's mission has not changed in that we believe there is significant market opportunity to help a spectrum of IT professionals find information and solutions to their daily challenges by aggregating and interweaving many content sources. In this first phase of our growth, we have tried to better understand what content and which services are truly most valuable and where to put our energy and resources as we grow the site.

In particular, visitors and advertisers have responded extremely well to our Webcast products, and we will focus increased attention on this space in FY01. We are also proud of how strongly visitors have responded to our community areas of the site, which now boast thousands of messages in our various moderated forums in a very short period of time.

Overall, the IT Webspace has become a highly competitive market with full-service media sites on one side and a bevy of niche-specific services sites on the other. CNet/ZDnet largely serves a consumer and personal technology user base. In the core IT space, we compete most directly with EarthWeb, TechRepublic (now part of Gartner Group), CMP's PlanetIT and TechTarget. Interestingly, EarthWeb has had a complete change of direction and now publicly states that its core business is recruitment advertising (Dice.com). In fact, on a revenue run rate basis, in only months, ITworld.com is already more than half the size of EarthWeb's IT information service (non-recruitment advertising), and larger than TechRepublic, PlanetIT and TechTarget. This success has been made possible by the tremendous IDG brands and customer relationships that ITworld.com can leverage.

Q What has been ITworld.com's progress in creating a new type of search/organizational functionality?

A From launch, ITworld.com has had a core philosophy of organizing the vast array of content and services available on the site around our unique IT taxonomy, which consists of more than 3,000 'nodes' describing the IT content space. It is our view that this organizational schema becomes the central nervous system of the site from which the user can navigate and more importantly be introduced to new content highly related to what they are looking at.

In practice, the actual implementation of effective content tagging systems and user content display turned out to be more difficult than first anticipated. We are well on our way now, however, to re-engineering our approach to both of these challenges and will re-launch the site showcasing taxonomy-based navigation and numerous 'relatedness' functions early in Fiscal Q2.

Part two of this column will appear in an upcoming issue of IDG World Update.

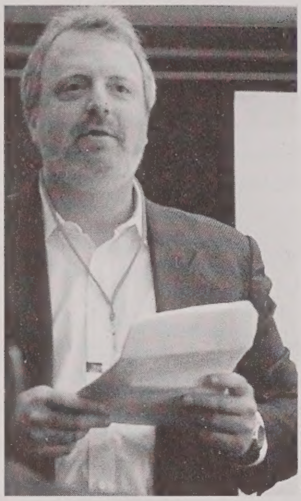
Bill Reinstein may be reached at bill_reinstein@itworld.com.

Great ideas

continued from page 1

pages are available to Compustore to sell. This creates a new revenue stream for us and is invaluable to us from a marketing perspective, as our logo is very prominent. Also as part of the deal we run an advertisement to promote subscriptions.

*— **Eimear Nealon**, account manager, Scope Communications (Ireland)*



JEAN GASBARRO

JEAN GASBARRO

*(Above) **Bob Ostrow**, publisher, PC World U.S. and (below) **David Harmer**, vice president/international sales for IDG Global Solutions/EMEA, were among the presenters at the PC World Product Line Meeting.*

PC support and IT tutorials

PC FÖR ALLA
5 FRÄCKA

PC för Alla recently included free PC support with every subscription. We made a deal with Helpdesk Datasupport, one of the most successful Swedish support companies, to provide our subscribers phone support from 8:00 a.m. to 10:00 p.m. seven days a week and e-mail support 24 hours a day for as long as they subscribe to the magazine. Subscription renewals taking advantage of this service have doubled.

In April we began 60minuter.com, inexpensive and easy IT tutorials over the Internet. The courses cost 200 Swedish kronor (US$20) each and are open to anyone, not just *PC för Alla* subscribers. Each course should take no more than an hour ("60 minuter") to complete. Between each chapter there are some questions to test the users' new knowledge before heading on to the next chapter. After finishing the course the user takes an exam to prove the tutorial has been understood. There are about 15 to 20 questions to answer, and if the score is higher than 80% the user gets a certificate from us. We'll initially only offer IT-related tutorials, but in a few months we will test things such as "Be a better golfer in 60 minutes" and "Do your taxes in 60 minutes" or perhaps "French cooking in 60 minutes." The cost to build this system is minimal, and we only have to sell about 200 courses a month by the end of September to break even. After that, it's all profit.

*— **Fredrik Agren**, editor-in-chief, PC för Alla, IDG Sweden*

Dialogue with vendors

COMPUTER! TOTAAL
Alles over Windows Millennium
Bespaar geld!
Bouw uw eigen mailserver
Cd-rom of DVD? Maak de juiste keuze

Computer!Totaal is always eager to know what people think of our magazine. Most of the time editors listen to readers. For a change, we invited vendors to come and talk with us about how we test their products and tell us what they think about that. We had to do two sessions because of the vendor response. Not only were we given the opportunity to explain how and why we test the way we do, but they had a chance to say what they really feel and what they think can be improved. They also loved the idea that the biggest PC magazine in the Netherlands would be willing to listen to their complaints and remarks. They had some good suggestions, we got a chance to answer any questions they might have, and they got to know our editors.

*— **Eric Verweij**, editor-in-chief, Computer!Totaal, IDG Netherlands*

Internet focus

We introduced a new section in *PCtip* called "Internet." We did this because readers showed an increasing interest in stories about the Internet, as well as the Internet news flash in the first part of *PCtip* called "Actual." At the same time we increased the space for Internet news stories, e.g. news about shareware and new Swiss Web sites, that has been rated especially high.

*— **Sonja Wunsch**, editor-in-chief, PCtip, IDG Switzerland*

Subscription premium and Internet campaign

PC WELT
Mit Vollgas ins Internet
Tipps & Technik: So surfen Sie schneller
Spione auf Ihrem PC?
Gratis: PC-WELT-Tools auf CD
CDs brennen: Musik & Daten

We offered a digital camera for DM30 (US$15) for anyone who could recommend a new subscriber to us. The camera cost DM99 (US$47), and a subscription costs DM75 ($35). We ran the offer in three issues of *PC-WELT* and saw 2,009 new subscribers, a response rate about 10 times higher than that of campaigns using other gifts.

We also began an Internet subscription campaign on several computer-oriented sites and search engines. We tested several banners to see which offer worked the best.

*— **Kristin Hoof**, marketing coordinator, PC-WELT, Macwelt, GameStar, IDG Magazine Verlag, IDG Entertainment Verlag (Germany)*

Special section for handheld devices

PC World Norge mainly covers computer products for the corporate professional, and we put a lot of effort into giving our readers the best buying advice. We were discussing what we should do about all the new portable devices that started appearing and decided it would be a good idea to put these devices in their own section of the magazine. So we started a new section called "e-nomade" devoted to handheld PCs and their software and accessories,

continued on next page

Director, Event Business Development (CXO Media)

CXO Media Inc. seeks a seasoned and self-directed sales executive to join its Executive Programs team. Ideal candidate will be thoroughly familiar with event/conference sales and publishing and will sell 80-100 sponsorships annually. 8-10 years experience in sales, selling to technology companies. Excellent presentation and written skills required. 50% travel. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Marketing Communications Coordinator (CXO Media)

CXO Media seeks a dynamic and creative professional to join their marketing communications team. Responsibilities will include group support to marketing communications projects, soliciting quotes and approval of quotes for various marketing materials, project management of monthly newsletter, copyedit/proofing, working in coordinating advertisements placed in various outlets, working on various sections of quarterly Wrapsheet, along with special projects as assigned. Ideal candidates will posses a BS/BA, and strong computer skills along with Internet savvy. Candidates must be able to work independently under tight deadlines and juggle multiple tasks. Excellent organizational skills, attention to detail, and strong written and verbal communication skills required.
Location: Framingham MA
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

Applications Developer (IDC)

IDC's application development team is looking for a special individual who combines strong interpersonal and team skills with first class technical capabilities. The selected candidate will use their abilities as a team player to deliver customer driven customer relationship management and sales force automation systems. Verbal and written communication skills will be crucial to success. On the technical side we are looking for at least three years experience developing client server applications in mission critical contexts. Experience with Visual Basic and SQL, structured design, testing and documentation are required. Experience with Oracle database environments, customer information systems, enterprise reporting systems such as Actuate and internet development skills are desirable.
Location: Framingham MA
Contact: G. Lawrence, Fax: 508-935-4432, Phone: 508-935-4137, Email: glawrence@idc.com

Manager, Product Management (IDC)

This position offers a part-time (20-30 hours/week) opportunity supporting the Director of Product Management with the day-to-day management of IDC's continuously growing portfolio of global research services. Responsibilities include assisting with the overall management of research products in IDC's internal system, assisting with the ongoing development/enhancements to the product management component of the company's CRM system, working with the various internal departments to ensure a smooth launch for all products being introduced at the beginning of, or throughout the new fiscal year, helping out with the updating and development of all Product Management Tools used by the worldwide sales force, making sure that all Product Information available through IDC's Intranet is kept up-to-date and accurate, assisting the Director of Product Management with the gathering of business data necessary for IDC's annual product pricing review and any other projects that require business data , assisting with the troubleshooting and resolution to various product management issues, helping to facilitate communications between our US, Regional, and country-level offices for the purposes of maintaining accurate information on all US, Regional, and country-level products in IDC's CRM system, and assisting with the ongoing development and updating of the PMP manual and related forms. The ideal candidate will be a detail-oriented, self-starter with a can-do attitude and excellent organization skills. Strong project management skills and a creative/proactive approach to problem-solving is a must. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

European Consulting Partner (IDC)
The positions we are looking for are a European Consulting Partner. The favorite candidates have a degree and 4+ years experience in business development OR consultative selling OR sales management, excellent business development skills; Proven support/partnering skills working with account managers/analysts teams; - this would be an internal view. Externally perhaps should be self directed but within an integrated team environment. Excellent Sales skills especially concept selling, relate well to senior contacts, have great presentation skills, have proven proposal development skills; high energy level face-to-face with European clients fast responsive proposals follow up; The candidates should be flexible, can-do attitude, and should have a problem solving mentality; quality driven approach to achieve high level of customer satisfaction and repeat business; Able to work on a 'rate card' basis, business minded, implementation from a business/profit perspective are required ; understanding of the mechanics of a complex consulting environment which can be communicated to clients, prospects and internally are fundamental and Understanding of Marcoms Consulting, a certain familiarity with Project Management; Multilingual is preferred. The chosen candidates will develop international consulting sales in conjunction with account managers, proposal development and negotiation; Will develop also project approach with fulfillment teams, liase with client pre and post sales, seek repeat business, shared quota (with sales). The position reports directly to the Group V.P. Global Selling EMEA. The positions will be based: 1 in UK; 1 in France; 1 in Germany.
Location: London England, Paris France, Kronberg Germany
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Research Analyst, Network Services (IDC)
IDC's Communications Research team is hiring a new member to provide analysis and forecasting of the Next Generation OSS market. This market primarily includes software start-ups in broadband and IP Internet infrastructure and established IT vendors like Lucent and Nortel. Responsibilities in this role will include: conducting primary and secondary research; writing research deliverables; building relationships with clients, prospects and vendors; responding to client inquiries; and contributing to future development of the program through activities in the areas of sales and research planning. This is a growth opportunity that will expose the candidate to the hottest aspects of networking, telecom and software research. Qualified candidates will possess strong writing and analysis skills, client relationship development skills, strong interest in IT trends and markets, BA/BS, and 2-3 years of industry/related experience. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Research Manager, Application Design & Construction Tools (IDC)
IDC's Application Development and Deployment Group is looking for a highly experienced professional to drive market research and consulting to support our Application Design and Construction Tools program. This program analyzes trends in application design tools, component-based development, software reengineering, Web development tools, and integrated development environments. Significant experience in market analysis, product marketing, or use of design tools or development tools is required. Outstanding skills in data analysis, communication, public speaking, and project management are also necessary. An advanced degree in business, economics, marketing, or computer science is strongly desired. Responsibilities include driving primary market research, performing stochastic and empirical analysis, writing research reports and bulletins, and expanding the scope of our custom consulting business. 5-15 years experience in application development or Information management necessary with direct experience working for a development tools vendor desirable. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Research Manager, Information & Data Management (IDC)
IDC's Application Development and Deployment Group is looking for a highly experienced professional to drive market research and consulting to support our Information and Data Management program. This program analyzes trends in database engines, data movement, data replication, data integration, and data warehousing. Significant experience in market analysis, product marketing, design, development, or utilization of information management tools is required. Outstanding skills in data analysis, communication, public speaking, and project management are also necessary. An advanced degree in business, economics, marketing, or computer science is strongly desired. Responsibilities include driving primary market research, performing stochastic and empirical analysis, writing research reports and bulletins, and expanding the scope of our custom consulting business. 5-15 years experience in application development or Information management necessary with direct experience working for a development tools vendor desirable.
Location: Framingham MA
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Research Manager, XML & Java for eBusiness (IDC)

IDC's Application Development and Deployment Group is looking for a highly experienced professional to drive market research and consulting to support our XML and Java for eBusiness program. This program analyzes trends in XML solutions, XML standards, and the Java platform which includes the Java component model, the Java language, and Java development environments. Significant experience in market analysis, product marketing, design, development, or use, of XML, Java, or other enabling technologies is required. Outstanding skills in data analysis, communication, public speaking, and project management are also necessary. An advanced degree in business, economics, marketing, or computer science is strongly desired. Responsibilities include driving primary market research, performing stochastic and empirical analysis, writing research reports and bulletins, and expanding the scope of our custom consulting business. 5-15 years experience in application development or Information management necessary with direct experience working for a development tools vendor desirable. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Sr. Analyst, Vertical Markets (IDC)

The Vertical Market Research Group is looking for a senior analyst to champion the successful WW vertical market program. We are looking for a person with knowledge and/or experience in the IT/Telecommunications sector, as well as understanding of the economies and cultures of the major worldwide regions (Americas, Europe, AP, MEA) to provides insight and breadth of research on business opportunity for spending associated with IT and Internet adoption in vertical markets. A self-directed professional, the person will be responsible for research on IT spending growth by vertical, the impact of spending for Internet technology, and the penetration of IT and the Internet compared to the most important indicators of the economies. Work involves research content design, accurate and opinionated research writing, consulting activity, professional assessment of business issues involved with IT and Internet implementation, survey design and data analysis. Assignments will also involve assisting consulting and sales efforts, and engagements in internal or external public speaking, to champion IDC's views on IT and Internet adoption in vertical markets. Skills: Professional writing, analytical skills, industry economic analysis, marketing analysis and evaluation techniques, presentation skills, co-ordination, commitment, teamwork. Knowledge: Knowledge of the IT/Telecommunications industry, knowledge of statistics techniques (SPSS), knowledge of the economic systems prevailing across regions, familiarity with foreign languages and cultures preferable. Experience: Business analysis and/or market research. Working experience in different regions preferable. Education: Bachelor's degree in business studies, economic studies or IT studies. Master and knowledge of foreign languages would be a plus.
Location: Framingham MA
Contact: G. Lawrence, Fax: 508-935-4432, Phone: 508-935-4137, Email: glawrence@idc.com

Customer Service Representative (IDC)

We are looking for a Customer Service Representative with minimum 1 year Sales support/customer service support experience within the IT industry. The person should have a proven customer service skills and knowledge; be sales support minded, and a problem solver. The Customers Management Calendar activities need to be administered on a proactive and self-directed basis. This role requires strong organizational and communication skills with the ability to handle multiple projects and tasks, strong Team Working skills, proven administrative skills with problem-solving capability. Knowledge of Microsoft Windows, Excel, PowerPoint, and Lotus Notes is preferred. The CSR function needs to follow the IDC Customer Management Calendar incorporating the systematic customer service activities from account acquisition, account maintenance and renewal process including order processing/administration; Customized for major accounts with the account managers/directors. CSR activities need to be applied to assigned clients within the EMEA Region requiring strong relationship skills with clients and contacts with these international organizations. A variety of support functions will be required such as: order entry, customer service, inquiry support, database management, forecasting , proposals, marketing assistance; Sales support to increase selling time of accounts teams (shadow account managers); Client satisfaction; Support report sales. The position has dual reporting to EMEA Sales Operations for directions, tools and training and to Sales Management for day to day customer services and sales support activities and is based in Paris, France. *Location: Paris France*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Global Account Development Manager (IDC)

The position we are looking for are two Global Account Development Managers. The favorite candidates have degree or equivalent industry qualification and 2-4 years of experience in Sales, account management, business development with proven success records. The candidates must have initiative, drive, proven and assertive communication skills, and the ability to work in a fast-paced, innovative, team selling environment. The ability to partner with sales colleagues at a regional and international level is fundamental just like the ability to communicate with international customers across a distributed geographical/cultural environment; strong product knowledge with customer services focus is essential; strong familiarity with I.C.T. (Information Communication Technology) industry is preferred; capability to develop proposals to meet customers needs is required. Knowledge of Microsoft Windows, Excel, Power Point and Lotus Notes is preferred. The position is part of IDC, Global Selling Organization supporting multinational clients within the EMEA Area and will be coached and supported by experienced Senior Sales Staff with the objective of developing new business within IDC's key/major international client base; The position will be responsible for selling IDC's full, international, research and consulting portfolio; Take initiative (with support from GSE) to develop Global Sales Plans; Targeted on opening up untapped Global Majors Accounts in EMEA; Account management support in large accounts; Individual Quota responsibility. The two positions are both based in UK.
Location: London England
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Audience Development Coordinator (IDG.net)

IDG.net is looking for a high-energy, self-motivated, detail-oriented individual to join our audience development team. As the Coordinator, you will work closely with business development, product development and marketing to increase IDG.net's site readership and newsletter subscription base. The ideal candidate must have a strong familiarity with new media; excellent communication skills; an aptitude for creative problem solving; and an ability to understand and convey technical concepts. Requirements include a Bachelor's degree; at least one year experience in online media, advertising or direct-marketing environments; familiarity with online advertising technologies and ad serving; basic understanding of HTML; thorough knowledge of MS Excel, Word and PowerPoint; and strong written and verbal communication skills. *Location: San Francisco CA*
Contact: K. Nielsen, Fax: 415-267-4558, Phone: 415-267-4505, Email: kristina_nielsen@idg.net

Production Editor (IDG Books Worldwide)

We'll rely on your impeccable organization and attention to detail as you direct the production editing process. You'll work cooperatively with layout, editorial, and manufacturing to ensure a smooth work flow, tracking all pieces of the books through the Production Editorial Department. Specific responsibilities entail hiring freelance copy editors, checking manuscripts for completion, creating book schedules, tracking all artwork, reviewing cover cop and layed-out covers, and guiding development editors through the author review process. Qualified candidates possess a Bachelor's degree in English, journalism, or related field and 2 years of book publishing experience, preferably as a production editor. Computer proficiency is mandatory along with solid communication, grammar, and style skills.
Location: Indianapolis IN
Contact: M. Saur, Fax: 317-572-4359, Email: Msaur@idgbooks.com

Proof Editor (IDG Books Worldwide)

The Proof Editor works with the Technology Publishing editorial team to impact the development and creation of books and other products. The position is responsible for facilitating the preparation, submission and proofing of elements throughout production cycles and assisting with documentation on product elements, designs and procedures. In addition, proof editors perform other editorial tasks in cooperation with project editors, copy editors, and editorial an managers as required for timely delivery of [projects through the editorial and production processes. Must possess a Bachelor's degree in a related field and at least 1 year in the publishing industry. Experience in production a plus. Other requirements include: strong interpersonal skills; ability to multi-task in a fast-paced environment; attention to detail and an affinity for teamwork. *Location: Indianapolis IN*
Contact: M. Saur, Fax: 317-572-4359, Email: Msaur@idgbooks.com

Copy Specialist (IDG Books Worldwide)

Reporting to the Copy Manager, Creative Services area of the Marketing Department, the Copy Specialist will be responsible for writing copy, coordinating workflow for book covers, catalogs, and other promotional projects. Works with the Copy Manager and the other copy staff members to ensure the copy meets deadlines and is persuasive, accurate, and consistent with guidelines. Bachelor's degree or equivalent experience required (with at least 1 year copywriting, journalism or creative writing experience). Ability to write clearly and produce convincing and appropriate copy for all levels of projects assigned is mandatory. Multi-tasking, basic word processing and web exposure a must. Interest in computer technology is a plus. Must be willing to complete a copy test. *Location: Indianapolis IN*
Contact: S. Peters, Fax: 317-572-4360, Phone: 317-572-3360, Email: injobs@idgbooks.com

Product Marketing Manager (IDG Books Worldwide)
IDG Books has several outstanding opportunities for Product Marketing Managers in our Marketing Department in the areas of travel, consumer reference and technology books. The primary responsibility of this exciting position is to develop, execute and communicate strategic marketing plans for all calendar and product driven promotions including all new product launches, retail holidays and IDG Books created events. The specific duties of the position will include interfacing with sales and channel marketing managers to integrate promotions as well as interfacing with the promotions department on the execution of marketing materials. Development plans will include selling tools, reseller offers, merchandising, consumer offers and advertising. Our ideal candidate will be a creative project manager with strong experience in developing strategic marketing plans geared toward resellers and end-users. This individual must have excellent communication skills, a strong writing and editing ability and must be able to prioritize multiple tasks and meet deadlines in a fast-paced environment. The position requires a minimum of 3 years of experience in marketing, advertising, creative services or sales. College degree in marketing, advertising or related field preferred. Some travel required. *Location: Indianapolis IN*
Contact: S. Peters, Fax: 317-572-4360, Phone: 317-572-3360, Email: injobs@idgbooks.com

Corporate Communications Specialist (IDG Corporate Support Center)
IDG is seeking a Corporate Communications Specialist with 2-3 years experience. This individual will be responsible for various media relations, developing press releases, marketing collateral and Web site content. This position requires strong writing and communication skills, a familiarity with publishing and advertising industries a plus. As part of the Corporate Communications department, this candidate must be a creative, detail-oriented and self-motivated team player who is able to interact professionally with high-level company executives, work independently and manage multiple tasks. Business, corporate or PR agency background preferred, Bachelor's degree required.
Location: Boston MA
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-988-6832, Email: christine_moloney@idg.com

Account Executive (IDG Global Solutions)
The International Account Executive will work with and support a Director of International Accounts at IDG GS. Acting as a liaison with IDG's international offices, he/she will be responsible for ad schedules, prequalifying prospects, and assisting the DIA with client presentations and proposals. The AE will be expected to quotes rates, book advertising with international publications, manage the client database, and provide general administrative support. The environment is fast-paced and requires superb attention to detail, strong organizational skills, excellent phone skills, and a 'can do' client-service attitude. Candidates should have a college degree (or equivalent) and combine exceptional written and verbal communications skills with a demonstrated ability to work independently. Publishing or advertising experience desired, fluency in a second language a definite plus. *Location: San Francisco CA*
Contact: C.A. Tonn, Fax: 415-974-7368, Phone: 415-974-7380, Email: cat@idg.com

Circulation Marketing Specialist (InfoWorld)
The Circulation Marketing Specialist will assist with online and offline circulation marketing/audience development campaigns for InfoWorld. This person will contact sites to request ad rates and proposals for online marketing campaigns, report on online marketing campaigns, manage creative inventory and will assist with offline marketing campaigns as well. This position requires 1 - 3 years circulation or marketing experience, preferably in the computer market, the ability to work independently, analytical skills, planning/project management abilities and the ability to negotiate with outside vendors. Word, Excel, Netscape, Internet search and database experience required. Salary commensurate with experience. *Location; San Mateo CA*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

Editor (InfoWorld)
As Editor of InfoWorld, this person will assume responsibilities for day-to-day operational management of InfoWorld and InfoWorld.com . This person will also work closely with the Editor-in-Chief to set the strategic direction of the publication and will need to coordinate resource allocation in conjunction with editors of other InfoWorld Media properties. The ideal candidate will have a minimum of 10 years of journalism experience, five years of management experience and a thorough understanding of the role applied technology plays in business settings. Salary is commensurate with experience. *Location: San Mateo CA*
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: shirley_mcdaniel@IWP

Billing Coordinator (InfoWorld)
Infoworld is looking for a Contract & Billing Coordinator who will document, verify and process billing for advertising customers. This is an entry level accounting position that requires some accounting/bookkeeping and PC spreadsheet experience. The individual must have some working experience with spreadsheets, experience with billing systems, be detail oriented, have excellent organization skills, ability and flexibility to work closely with Sales, Ad Coordination.
Location: San Mateo CA
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: shirley_mcdaniel@IWP

Account Executive (InfoWorld)
InfoWorld seeks a self-motivated team player to sell, prospect and maintain print and on-line businesses for our Central Region. In this role, the Account Executive will be responsible for making a revenue goal each month within the assigned territory; bring in at least 1 new account each month; maintain a protected account list and an open dialogue on prospective accounts; and establish new sales contacts. The position requires 1-3 years of sales experience; working knowledge of syndicated & market research; a basic understanding of print & on-line advertising; and excellent written/verbal communication skills. PC/Internet Industry knowledge a plus. The ideal candidate will be open to new ideas, have a desire to manage their own accounts and take responsibility for them, possess tenacity and focus, and enjoy working with people. *Location: Dallas TX*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

Sales Associate (PC World)
The Sales Associate will provide multi-functional support to two Account Managers. Working as part of the sales team, the Sales Associate will maintain sales/client files and databases, provide ongoing customer service to clients, conduct analyses on the competition, facilitate ad production, and provide general administrative and office support. Strong PC skills (wordprocessing, spreadsheet and database systems) and top-notch organizational and communication skills are required. Candidates must be professional, flexible, motivated to learn, and able to work well under pressure. Familiarity with publishing and/or advertising would be ideal. *Location: San Francisco CA*
Contact: L. Malek, Fax: 415-267-4531, Phone: 415-975-2621, Email: ladie_malek@pcworld.com

Sales Associate (PC World)
This Sales Associate will provide multi-functional support to PCW's Associate Publisher. Working as part of the sales team, the Sales Associate will maintain sales/client files and databases, provide ongoing customer service to clients, conduct analyses on the competition, facilitate ad production, and provide general administrative and office support. Strong PC skills (wordprocessing, spreadsheet and database systems) and top-notch organizational and communication skills are required. Candidates must be professional, flexible, motivated to learn, and able to work well under pressure. Familiarity with publishing and/or advertising would be ideal. *Location: Paramus NJ*
Contact: W. Silverman, Fax: 201-712-9786, Phone: 201-587-7318, Email: wayne_silverman@pcworld.com

Computerworld Singapore Readers' Choice Awards honor local vendors

For a complete list of award winners go to this article on IDG World Update Online (www.idgworldupdate.com).

The categories in this year's sixth annual *Computerworld Singapore* Readers' Choice Awards honored something(s) old and something(s) new. Thirty-six awards, chosen by the readers of *CW Singapore* to acknowledge the best of Singapore IT industry, were given out last month in categories ranging from desktop computers to e-commerce software.

"With technologies like the Internet, biometrics, broadband and mobile computing all gaining momentum and favor, the focus of information technology is no longer limited to just the desktop, server and local-area network," said then-*CW Singapore* Editor **Gerald Wee**, who has since moved on to become senior editor for IDG Singapore. He said older awards categories were consolidated, while newer ones were given more prominence.

The Computerworld Singapore team (L-R): ***Christopher Wong****, senior designer;* ***Wei En Ng****, staff reporter;* ***Solomon Emanuel****, features editor;* ***Eileen Yu****, deputy editor;* ***Gerald Wee****, senior editor; IDG Communications Singapore (previously CW Singapore's editor);* ***Ee Sze Tan****, editor (previously editor of SME IT Guide).*

This April, 6,000 *CW Singapore* readers were asked to select their top choices in the 36 categories based on price, performance and functionality. The weekly saw "an extremely good" response rate of 20%, said Publisher **Jeffrey Chua** said, given that the standard worldwide direct-mail guideline for a good response is 3% to 5%. "Plus, it is difficult to get anyone to fill out a form even for a free subscription, let alone another form that is five pages long."

Organized by IDG Singapore, The Readers' Choice Awards were presented at a black-tie ceremony at Singapore's Ritz-Carlton Millenia for 500 IT executives, industry analysts, voting *CW Singapore* readers and the local press.

"With just one winner in each of the 36 categories, the Readers' Choice Award recognizes the tremendous value and contribution a product or service has made to Singapore's IT industry," said **John Tan**, managing director of IDG Singapore.

Next year's awards will be held in late August. For more information contact Marketing Services Executive **Caroline de Guzman** at carolined@idg.com.sg or Jeffrey Chua at jeffreychua@idg.com.sg.

Great ideas

continued from previous page

PC WORLD NORGE
Vi tester Windows Me
Digitalfoto
for de kravstore

mobile telephones and the like. We don't do big comparative tests of mobile phones as phones but focus on how they connect to the PC. For instance, how do you use a mobile phone to connect to your office via your notebook, how do you connect to the Internet with the new WAP-phones, and what services are available etc. We also do monthly reader surveys to rate each article in the magazine so we are able to measure the popularity of the new section, decide if we should expand it, remove it or eventually take it out and make a new magazine out of it.

*— **Kurt Lekanger**, editor, PC World Norge (Norway)*

Out-of-category advertisers and free trips

When we started to talk about how to attract "out-of-category" advertisers, interest in on-line trading and, more generally, the new economy was growing very fast in Italy. So we ran a 24-page section covering all the technical aspects of trading on-line – how to make transactions and use specialized software, etc. We attracted several new customers from the financial and banking arenas, and as a consequence, we still cover this sector with a section called "Net economy."

We also ran a successful two-year subscription campaign that included as a gift a seven-day stay at a famous mountain or seaside resort in Italy or France. We offered a 28% discount from the regular subscription price and a voucher (cost to us was approximately US$18/voucher) for a resort apartment valid for a family of four adults and three children. This campaign attracted about 1,500 new subscribers.

*— **Paolo Galvani**, editor-in-chief, PC World Italia*

people

noteworthy

IDG WORLD UPDATE

Niccolai

Mullaney

IDG WORLD UPDATE

Dean

IDG WORLD UPDATE

Boone

IDG WORLD UPDATE

Piscatelli

IDG WORLD UPDATE

Genusa

Promotions

IDG News Service Senior Reporter **James Niccolai** has been promoted to San Francisco bureau chief. "The very deserving, brilliant, hard-working and altogether-too-modest James has excelled as our senior reporter on the West Coast," said News Service Editor-in-Chief **Elizabeth Heichler**. "We're delighted that he'll now be directing News Service coverage in the critical San Francisco bureau."

New employees

Michael Mullaney joins IDG Global Solutions in the U.K. as manager of international sales. He recently spent two years living in Dubai and working as a group sales manager for ITP, an IT publisher. Michael has a degree in business administration and French from Aston University in Birmingham, England. In his off hours he enjoys golf and football (as a player and a spectator for both) as well as boxing (as an observer, though he mixed it up in the ring years ago).

Account Executive, Major Accounts **Tracy Dean** comes to IDC's Framingham office from The Mathworks, an engineering software firm in Natick, Mass., where she was a senior sales executive. She holds a B.A. in communications disorders from Bridgewater State College in Bridgewater, Mass., and enjoys reading and photography.

Also in Framingham, Research Analyst/eRecruiting **Christopher Boone** has joined IDC's Services group. Recently he was a strategic analyst and production manager for Scout Productions, a film company in Boston. During that time he also served as assistant to the producer of the feature film, State and Main, which was filmed in Massachusetts, written and directed by David Mamet and well-received at the recent Montreal Film Festival prior to its wide release next January. Chris has a B.A. in sociology and a minor in film and media studies from Johns Hopkins University in Baltimore, Md., and is working on his M.B.A. from Boston University.

Sales Operations Coordinator **Hilaire Denio** comes to IDC Framingham from Konjolka and Co., Inc. where she was an assistant controller and office manager. She studied photography at the Rochester Institute of Technology in Rochester, N.Y., and likes to ski, snowboard and hike.

New at IDC Latin America in Miami is Account Executive **Christopher Burgelin**. He was previously owner of The CIMA Group, a manufacturer of industrial maintenance chemicals. A graduate of Regents College in Albany, N.Y., with a B.S. in international business, he also enjoys finance, architecture and scuba diving.

IDC Latin America in Miami has hired **Martin Castro** as a services analyst. He was previously the co-founder and president of two small businesses in Argentina, furniture distributor Sejalvo and the software firm Metha Systems. He earned a degree in industrial engineering from the National University of Cuyo in Mendoza, Argentina, and an M.B.A. from Boston's Northeastern University. An avid sportsman, he plays rugby, soccer, tennis and golf.

Previously an account manager with Lexis-Nexis, **Stacy Simler** is now a senior account executive in software sales with IDC in Irvine, Calif.. She holds an associate's degree from Montgomery College in Rockville, Md., and studied legal assistantship at University of California/Irvine. A soccer mom, she is also active in her church.

Lori Piscatelli joins CXO Media in Framingham, Mass., as a news and information assistant. She graduated from Boston College, where she also worked as a residential assistant, with a B.A. in English and communication. Away from the office she enjoys sports and writing.

Angela Genusa has joined *CIO* as a senior writer. She has more than a dozen years of experience as a features writer and editor at newspapers, magazines and corporate publications in Texas and Louisiana. Previously, she also freelanced for, among others, *The Dallas Morning News*, *D Magazine* and *The Dallas Business Journal*. Angela graduated from the University of Louisiana-Monroe with a B.A. in liberal arts and also attended graduate school at ULM in the master's program in creative writing. In her free time, she enjoys contemporary literature, art, foreign/independent films, and is an illustrator specializing in collage and assemblage (a three-dimensional collage technique).

Lynndal Daniels joins *InfoWorld* as community editor, implementing and managing the publication's forums and other online community features. He was previously community manager with Caresoft, Inc., a health-care content and disease management Internet company. He holds a B.S. in liberal arts from the University of Central Oklahoma and an M.A. in counseling psychology from the Institute of Transpersonal Psychology in Palo Alto, Calif. He claims to have defeated his 9-year-old son in one out of 10 games of Pokemon Stadium.

Previously a reporter at *The Eagle Times* in Claremont, N.H., **Ryan Francis** joins *Network World* as a copy editor. He holds a B.S. in mass communications from Boston's Emerson College.

Jacy Edelman has been hired by *Network World* as graphics coordinator. She previously worked at the bookstore Ars Libri, Ltd. where she handled sales and Website editing and updating. She earned a B.A. in English literature from Wellesley College in Wellesley, Mass., and likes to play field hockey and lacrosse.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

44
Andrew Sparks *IDG Books*

36
Cynthia Sadonick *IDG Books*

17
Karl Koessel *PC World*
Ann-Charlotte Berg *IDG Sweden*

14
Michael O'Neil *IDC Canada*

13
Laurel Peddie *InfoWorld*

12
Nancy Sheehan *IDG*
Annike Ryström *IDG Sweden*

10
Maria Jose Marzal *IDG Spain*
Thomas Roos *IDG Sweden*
Lennart Ekner *IDG Sweden*

9
James Duffy *Network World*
Simona Cattaneo *IDG Italy*

8
Joyce Gillis *CXO Media*
Rosemary Pickett *IDC*
Diane White *IDC*
Donna Silva *IDC*

7
Barbara Schwab *IDG*
Thomas Vahey *IDG Communications*
Sherry Gomoll *IDG Books*

6
Madeleine Wallin *IDG Sweden*

5
Stephen Garone *IDC*
Thomas Oleson *IDC*
Leah Cameron *IDG Books*
Constance Carlisle *IDG Books*
April Whitney *IDG Books*
Roxanne Castillo *IDG Books*
Laurie Gomes *PC World*
Yolanda Scott *IDG Spain*
Lena Messeter *IDG Sweden*
Petra Östlings *IDG Sweden*

4
Jeremy Draper *CXO Media*
Margaret Welsh *IDC*
Lisa Reyes *IDG Books*
Juan Carlos Ambrojo *IDG Spain*
Cyrene Lucas *InfoWorld*
Anna Dalqvist *IDG Sweden*
Peter Holmgren *IDG Sweden*
Sirpa Koponen *IDG Sweden*
Nils Holmlöv *IDG Sweden*

3
James Cains *IDG Books*
Dorothy Gartin *IDG Books*
Rolly Delrosario *IDG Books*
Andrea Burnett *IDG Books*
Andrew Brandt *PC World*
Mattias Andersson *IDG Sweden*
David Linder *IDG Sweden*
Joacim Carlsson *IDG Sweden*
Per Westerberg *IDG Sweden*

2
Lloyd Kosh *IDC*
Rory Bevins *IDG Books*
Tonia Morgan-Oden *IDG Books*
Barbara Jones *IDG Books*
Alex Gleed *IDC U.K.*
Lotta Oldmark *IDG Sweden*
Pernilla Norin *IDG Sweden*
Jenny Maurin *IDG Sweden*
Fredrik Arvidsson *IDG Sweden*
Jan Andersson *IDG Sweden*
Catarina Johansson *IDG Sweden*

1
Michelle Kloss *IDG Communications*
Pauline Boyle *IDG*
Yanming Chen *IDC*
Wesley Dotts *IDC*
Kathleen Kellam *IDC*
Malcolm Maclachlan *IDC*
David Maynard *IDC*
Diane Sullivan *IDC*
Jason Taylor *IDC*
Jeremy Zucker *IDG Books*
Tony Frazier *IDG Books*
Charles Spencer *IDG Books*
Joan Friedman *IDG Books*
Moid Khan *IDG Books*
Timothy Lampley *IDG Books*
Kumaran Ramanathan *IDG Global Solutions*
Julekha Dash *Computerworld*
Ian Yates *IDG Australia*
Tom Mainelli *PC World*
Carma Stearne *IDG Central Services*
Christopher Sullivan *IDC Canada*
Zarah Damji *IDC U.K.*
Raoul Le Blond *CW Singapore*
Lars Eriksson *IDG Sweden*
Elin Dunås *IDG Sweden*
Martin Roos *IDG Sweden*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

IDC Personal Technology Outlook
Sept. 26
DoubleTree Hotel
San Jose, Calif.
www.idc.com/events

Enterprise ServerVision
Sept. 27
Doubletree Hotel
San Jose, Calif.
Contact: Pennie Edgren
Tel: 508-988-6912
www.idc.com/efs/esv00

IDC Internet Executive Forum
Sept. 28-29
The Marriott Hotel
San Francisco
www.idc.com/events

IDC's Data Warehouse eBusiness Intelligence
Sept. 28-29
Milan, Italy
www.idcitalia.com/eventi

ASP World Conference & Expo
Oct. 3-6
An IDG World Expo event
San Jose Convention Center
San Jose, Calif.
www.aspworldexpo.com

LinuxWorld Expo & Conference
Oct. 5-7
Frankfurt Exhibition Center
Frankfurt, Germany
Organizer: IDG World Expo (Munich)
Show Manager: K+S Event Management
Contact: Gunnar Kuechler
gkuechler@ksmesse.de
www.linuxworldexpo.de

IDC Nordic IT Forum
Oct. 11
Hotel d'Angleterre
Copenhagen
www.idc.dk/events

CIO Perspectives
The CIO & Corporate Strategy
Oct. 15-18
Arizona Biltmore
Phoenix
Tel: 508-872-8200
www.cio.com/conferences

Agenda
Oct. 14-18
The Phoenician Resort
Scottsdale, Ariz
Contact: IDG Executive Forums
Tel: 650-525-3488
www.agendaweb.com

Computerworld/InfoWorld Global Product Line Meeting
Oct. 20-22
Holmenkollen Rica Park Hotel
Oslo, Norway
Contact: Siri Herud, IDG Norway
siri.herud@idg.no

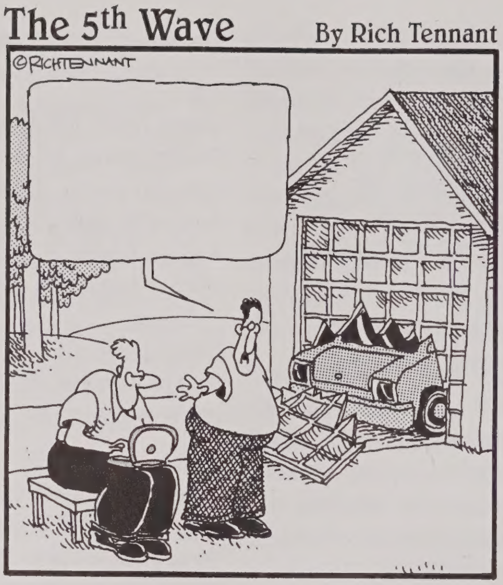
InternetWorld Japan
Dec. 14-15
Makuhari Messe
Chiba City, Japan
www.idgexpo.com/english

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by October 17.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with a copy of Rich Tennant's book of "Fifth Wave" cartoons, *Version 2.0*, or an insulated IDG lunch bag. The honorable mention winners will receive *IDG World Update* cups.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.



and finally.

The U.K.'s Queen Elizabeth II has invested in what type of Internet company? A mapping company, a book retailer or an online fundraising firm?

(Answer: A mapping company)

Reprinted by permission of United Media.

Photo calendar contest deadline extended until Sept. 22

2000 Employee Photo Calendar

There's still time to enter the 2001 IDG Employee Photo Calendar Contest -- but hurry -- all entries must be at the IDG World Update office by the end of the business day on Friday, Sept. 22.

The contest is open to all IDG employees worldwide.

Twelve masterpieces will be selected for inclusion in the calendar that is distributed to all IDG employees worldwide at the end of the year. Here are the rules:

1. You may submit up to two color or black-and-white prints or 35-mm slides that you have taken of any subject. Digital photos must be submitted in printed format for judging. If you submit a digital photo and it is selected to appear in the calendar, you must be prepared to submit the original image file electronically.

2. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s). Note: Please do not write directly on the back of photos! A business card taped to the back of the photo works well. **Photos will not be returned.**

3. Send your entries to: *IDG World Update*, Photo Calendar Contest, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A.

4. First, second and third place winners receive $250, $150 and $100, respectively.

5. Questions may be sent to *IDG World Update* at world_update@idg.com.

IDG WorldUpdate

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

IDG World Update

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WWW.IDGWORLDUPDATE.COM

What is Linux?

Linux is a computer operating system developed by Finnish programmer Linus Torvalds. Its "open source" platform allows any programmer to alter the operating system to suit specific needs and does not require any licensing fees. It is considered more flexible and less likely to crash than other operating systems.

Once the domain of back-room technical experts, Linux software is increasingly used by makers of products for the consumer market, such as electronic organizers, wristwatches and game consoles.

LinuxWorld sets exhibitor, attendance records

There's no question about it: the demand for Linux-based products and information is growing rapidly. According to IDC, Linux shipments worldwide grew 87% between 1998 and 1999. IDG World Expo's LinuxWorld Conference & Expo has been well positioned to meet the demand for Linux products, and the fourth installment of that series was no exception.

More than 20,900 attendees and 200 exhibitors descended on the sold-out San Jose (Calif.) Convention Center last month, both record-setting numbers for the show. As a result, the next West Coast LinuxWorld Conference & Expo has been moved to the Moscone Convention Center in San Francisco to accommodate more exhibitors and participants. This year more than 50 interested exhibitors were turned away due to lack of space, although the exhibitor footprint had been increased 60% compared with last year's event.

"From its launch in March 1999 to the present, LinuxWorld Conference & Expo has firmly established itself as the single largest event in the Linux community," said **Charlie Greco**, IDG World Expo president and CEO.

Welcome to
LINUXWORLD
CONFERENCE & EXPO

OSCAR & ASSOCIATES, INC.

Beginning with its launch in March 1999, LinuxWorld Conference & Expo has established itself as the single largest event in the Linux community.

Given that, on average, attendees of the LinuxWorld Conference & Expo are projected to spend $2.5 million over the next 12 months on products and services unveiled at the show, "LinuxWorld Conference & Expo is clearly the number one marketplace for buying and selling Linux-based and open source products," added Vice President of IDG World Expo **Rob Scheschareg**.

continued on page 5

Events Global Support Center will offer marketing support for IDG's worldwide event network

With worldwide revenue from events growing at an impressive pace — 41% year-to-date over last year — IDG has recently established an Events Global Support Center (EGSC) to assist the company's worldwide network of events managers involved in the production of IDG-owned expositions and conferences.

IDG WORLD UPDATE

Jim Paolillo *is heading up the Events Global Support Center.*

Headquartered at the IDG World Expo offices in Framingham, Mass., the EGSC is headed up by **Jim Paolillo**, who brings more than 15 years of trade show management experience to this new position.

"I am committed to helping build a knowledge resource and service center to unite IDG's event organizations and their customers," Paolillo said. "A major focus will be providing information that will contribute to global marketing image consistency within each brand and developing initiatives that will significantly expand our marketing channels and ease the information gathering and purchasing

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in brief

The Standard convenes second summit to explore Internet's future

What's next for the New Economy? That's what more than 700 CEO's and other high-level Internet executives and venture capitalists gathered to discuss at last month's Internet Summit, held by *The Industry Standard* at the Ritz-Carlton Laguna Niguel in Dana Point, Calif.

More than 60 of the Internet economy's most influential leaders – including the CEOs or COOs of such firms as Amazon, America Online, Akamai, eBay, InfoSpace, Napster and Yahoo! – spoke during the invitation-only three-day event, which was organized by The Standard's Conference Division. Like last year's Summit, the 2000 edition was hosted by noted Internet analysts Mary Meeker, managing director at Morgan Stanley Dean Witter, and Bill Gurley, general partner with Benchmark Capital.

"The Internet Summit was created to explore the ways in which the Internet has changed our world economy through the minds of today's foremost Internet business strategists," said Vice President of Conferences and Events **David Evans**. "The conference provides a forum for top-tier conversation, debate, and insight on the future of the industry. It is a great networking opportunity for participants and fortifies *The Standard*'s role in the industry."

Among the myriad of topics discussed were the future of E-commerce, venture capital, business-to-business marketplaces, the wireless Internet and the future of music distribution. Some of the liveliest debates concerned peer-to-peer computing, which allows individuals to capture and trade music and video files without a centralized source and generally without paying royalties.

One night during the conference, *The Standard* hosted a Shanghai Casino. Proceeds from the event went to NetDay, a non-profit organization that serves as a nationwide catalyst and information source for effective, appropriate use of technology to enhance kindergarten through grade 12 education.

For more information on the Internet Summit contact Public Relations Coordinator **Karen Palmer** at kpalmer@thestandard.com. An overview of the event can be found at www.thestandard.com/events/summit2000/. WU

Upcoming *Standard* conferences

iB2B, Chicago, Oct. 1-4 – business-to-business commerce's invitation-only agenda-setting summit.

i_deals 2.0, Carefree, Ariz., Nov. 2-3 – an invitation-only forum for deal-making in the Internet economy.

iDentity, San Francisco, Nov. 30 – a conference for senior-level marketers on the theory and practice of Internet branding.

CXO Media teams with DOC to host Internet Security Policy Forum

With a common interest in increasing international awareness about technology risks (including cyber-terrorism, cyber-crime and business continuity), CXO Media, Inc. and the Critical Infrastructure Assurance Office (CIAO) of the U.S. Department of Commerce (DOC) have formed a cooperative venture to develop a series of events on Internet security and privacy. The first event, The Internet Security Policy Forum, takes place Wednesday, Sept. 27 from 1:00 p.m. to 2:00 p.m. at the U.S. Chamber of Commerce in Washington, D.C. Moderated by Lou Dobbs, former CNN executive and host of CNN's "Moneyline News Hour with Lou Dobbs" and current Chairman and CEO of SPACE.com, the event will be Webcast and accessible via www.cio.com/webcast and www.darwinmag.com/webcast. Secretary of Commerce Norman Y. Mineta will speak at the close of the Forum.

The forum will include an expert panel of governmental, political and industry leaders and an audience of 100 top CEOs and CIOs. Conducted in a fashion similar to a television talk show, Dobbs will initiate and moderate a discussion between the panelists and audience members about the vulnerabilities of networked computer systems. The Honorable Norman Y. Mineta, U.S. Secretary of Commerce, will address the audience on security risks and the impact on U.S. business.

IDG publications with a CIO/CEO/business executive audience are encouraged to invite their readers to attend the Webcast. IDG journalists wishing to attend the event may contact **Karen Fogerty** at 508-254-9285, fogerty@cxo.com or Erin Lynn Marino at 617-838-5593, elmarino@elmpr.com for press credentials. WU

NEWS SERVICE KNOW-HOW

From "AAF" to "ZIP code", the News Service Library spells it out

Often, copy editors and reporters on deadline find themselves desperately looking for a quick explainer on a technology they're unfamiliar with, or searching for the right way to spell out a tech standard that looks like alphabet soup. If you ever find yourself in this position take heart — you can get help from the News Service Library at http://www.idgns.com/, the News Service's Web site. Go to the site, and click on the "Library" section at the top of the page. Two areas in the library might help you — Glossary Definitions, and Technology Explainers. On subjects ranging from "AAF" to "Zip Code," these two sections of the library have information on how to render technical terms, and what they mean. The Glossary Definitions section was put together in conjunction with copy editors across a range of IDG publications, and lists commonly agreed on ways to render common — and some uncommon — terms. There are also short explainers. Technology Explainers has more in-depth explainers of terms, culled from a variety of IDG publications and Web sites. Need a password to access the site? Send a request to idgns_password@idg.com. WU

executive Q and A

Bill Reinstein
The president & CEO of ITworld.com is this week's columnist. Part 1 of his column appeared Sept. 18.

ITworld.com, Inc. at-a-glance

Business unit established
September 1999

Web site established
February 2000

Locations and employees
Southborough, Mass. (53)
San Francisco (25)
Field (4)

Mission To be the leading source of IT problem-solving information and services.

Latest accomplishments
- Produced more than 50 Webcast events in the past nine months.
- Generated almost $11M in revenue in our first seven months of operation.
- Reached 350,000 unique members/subscribers in August.

FY01 goals
- Achieve $20M in annual revenues from a diverse product line.
- Continue to expand our Webcast and broadband content initiatives.
- Grow our member base to more than 500,000 and double gross site traffic.

Q What's been the ITworld.com experience with Webcasts this year? What have been some lessons learned for that segment of your business?

A The Webcast and broadband content delivery area has very quickly become a core content focus and key differentiator of ITworld.com from the competitive set. For those not familiar with the technical terms, Webcast typically refers to a live event or an on-demand version of an event that took place live. Broadband content simply refers to streaming multimedia which is produced and delivered entirely on-demand.

No one in our space offers the overall Webcasting package that we do, which includes content development, audience acquisition, all logistics and infrastructure services and all production. Attendees and customers have responded extremely well to this unique approach, and we are very proud that we have produced more than 50 Webcasts in the past nine months alone for customers including Nortel, Intel, Dell, Sprint, IBM, Compaq, AT&T and many more. Some examples of Webcasts: "Live From the Ether," which aired live for 15 weeks beginning March 22, was a joint production of ITworld.com and InfoWorld and featured [IDG VP Technology and InfoWorld columnist] **Bob Metcalfe**. "IDC Live" is produced with and features IDC analysts, and "The Networked World" is a production with *Network World* that features [Editorial Director] **John Gallant** and other *Network World* editors. The joint productions leverage the talent and name recognition of our internal content experts and showcase multiple IDG brands.

What is most gratifying is that many of these customers who started out producing a single Webcast with us are now signing long term multi-event contracts based on the initial success achieved. Going forward, feedback we have received from our site visitors and customers makes us confident that creating an even greater focus on live and on-demand broadband content will pay off with increased usage and revenues and help create a unique identity for ITworld.com. As with other areas of Web technology, Webcasting is still very much in its early stages and we have had to experiment with numerous platforms and delivery architectures as we search for the most reliable and effective ones to base our future growth upon. As well, we have had to make significant investments in new staff and facilities to create a core competence in video/broadband content creation, which is a relatively new area for IDG.

Q What other cooperative efforts would you like to see between ITworld.com and other IDG business units? Would it be helpful to have non-U.S. business units involved?

A There are numerous cooperative efforts that exist between ITworld.com and our business unit partners already but clearly room for more. Of note, are the integrated print/online components of ITcareers and ITcareers.com and efforts in the Webcast area.

With ITcareers.com, in October we are rolling out the 'IT Job Spot' which we believe will be the largest IT circulation e-mail newsletter recruitment advertising vehicle available. This initiative involves 'bundling' newsletters into demographic groups and selling advertising across product lines from ITworld.com, *Network World*, IDG.net and *InfoWorld*. We are hoping to add other IDG business units to this program as well. The IT Job Spot will have a total weekly circulation of more than 1.8 million!

In the Webcast area, the existing partnerships with IDC and with *Network World* for their respective monthly Webcast programs stand as great models that we are very interested in replicating with other business units as appropriate. In these cases, ITworld.com provides the video and Webcast production expertise, the business unit provides the content and personalities, and together we coordinate audience development.

On the international side, we are already working with [IDG Senior Vice President/Corporate Accounts] **Frank Cutitta** on international rollout of custom Webcast programs for a major client and others have expressed serious interest in this area as well. Additionally, in FY01, as we develop our on-demand broadband content strategy more fully, I think there will be numerous opportunities to localize and license much of this content to international business units to use and sell against in their local markets.

Bill Reinstein may be reached at bill_reinstein@itworld.com.

IDG NZ borrows page from *The Standard*'s party book

"The Grok" adopts local flavor and an enthusiastic fan club

IDG New Zealand has had a robust online presence since the beginning of 1996. However, with the launch of a new umbrella brand for its Internet presence — IDGNet — Managing Director **Martin Taylor** aimed to stage an event both to develop the brand and to provide something new for the local Internet industry.

> *"We were mindful of Standard CEO John Battelle's quip that "the magazine business is entirely about throwing a good party."*
>
> *— Martin Taylor*

"We'd heard about *The Industry Standard*'s rooftop parties and we were mindful of Standard CEO **John Battelle**'s quip that "the magazine business is entirely about throwing a good party", but the biggest influence on our party – which we call The Grok — has been the character of the local industry," Taylor said.

IDG New Zealand has a long and successful history of IT event promotion in its own right, but the business unit recognized that the Internet business isn't just about IT, and it has quite a different demographic. As a result, the company worked closely with the Web development and strategy firm WebMedia and the small creative shop Octane on both branding and logistics. IDGNet's online sales director **Kerry Dodds** played a leading role in shaping the event.

***Kerry Dodds**, IDGNet's online sales director (right) was a key player in organizing IDG New Zealand's first Grok. Above, **Shane Gaoa**, online operations support, signals his approval.*

After a trial run hosting about 400 people in late May, IDG New Zealand staged the big one on August 11, welcoming around 700 people, both VIP guests and paying customers, in the beautiful surrounds of the Wintergarden, underneath Auckland's historic Civic Theatre. Most of those who came had signed up at the dedicated Web site at www.thegrok.co.nz.

The success of the first event in May helped the company attract a strong list of sponsors for the full-scale Grok party. IDGNet and WebMedia were the lead sponsors and joint underwriters, while the second-tier sponsors were IDG's successful business title *Unlimited*, and W&H Interactive – none other than the online arm of a rival publisher. Others included Nielsen NetRatings and Vodafone.

The evening featured two speakers who had flown in for the event — Hong Kong investor Ilyas Khan of TechPacific.com and Telstra's head of corporate sales, Peter Williamson — and was emceed by IDGNet Editor **Russell Brown**. It being a party, there was also a roster of local club DJs. The event ran from 7 p.m. to 3 a.m., with 150 "club kids" allowed in free at 11.30 p.m. as the oldies headed for home.

The inaugural Grok didn't make a profit, but Taylor said that sponsorship and ticket sales for the next event, to be held in December (a third Grok is already planned for February), will push that one into the black. The staff is still debriefing and talking with sponsors, but one thing is already clear: the people who came — from modem makers to ad executives — had never seen anything like it — and they all wanted to know when the next Grok would come to town.

Thanks to Russell Brown for contributing this article.

IDG Employee Photo Calendar Contest update

Thanks to everyone who entered this year's IDG Employee Photo Calendar Contest. We have received hundreds of great photos from a wide array of business units and from every continent around the world. Judging will take place on Oct. 2, and the winners will be announced in the Oct. 9 issue of *IDG World Update*. Good luck!

Circulation Assistant/Researcher (CXO Media)

The circulation assistant will be responsible for the research and maintenance of a Fortune 500-subscriber database for CIO and Darwin magazines. As researcher you will scan various publications and utilize the Internet to identify potential qualified subscribers from Fortune 500 companies. Other responsibilities include internal list order processing and count requests, list order tracking, subscriber file maintenance and general administrative support as required. Qualified candidates must be PC literate, proficient in Word, Excel, FileMaker Pro and the Internet, possess excellent phone skills, general office skills, and be able to work independently with limited supervision. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

List Services Coordinator (CXO Media)

CXO Media is seeking a billing coordinator to support their List Services Department. This candidate will be responsible for List Rental billing, tracking mailpieces, and generating List Rental agreements for customers. The position will also be responsible for coordinating direct marketing mailings and assisting with the maintenance of the broker/client database. Qualified candidates must be highly organized, detail-oriented, have the ability to manage multiple tasks simultaneously as well as be able to work well in a high paced environment. Candidate must be proficient with Microsoft office. Filemaker preferred. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Assistant Editor, Web (CXO Media)

CIO.com is looking for an Assistant Editor to join its award winning online editorial team. The Assistant Editor will be responsible for copyediting online articles, writing email newsletters, producing audio web interviews and writing new content for the site. Candidates must possess strong writing skills, the ability to juggle multiple tasks in a fast-paced environment, superior attention to detail and a keen editorial eye. Business journalism and online editorial experience are preferred but not required. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Senior Sales Associate, Consumer Sales (CXO Media)

CXO Media is looking for a Senior Sales Associate to provide sales support to the Regional Manager for Consumer Advertising located in the Framingham, MA sales office. Responsibilities include: customer contact and follow-up on behalf of the consumer advertising sales team including prospecting new clients and supporting existing customers, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders for consumer advertising efforts for two publications. In addition, responsibilities include travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and RFP's. Ideal candidate will have high energy, the ability to multitask and prioritize, strong follow through skills and the ability to anticipate the next step in decision making a strong customer service orientation, strong writing and organization skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 3-5 years business experience. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Manager of Internet Application Development (IDC)

IDC's Interactive Product and Services Department is looking for a creative, multitasking, hands-on individual to manage its highly productive and fast paced Internet development team. Interactive Products and Services is developing unique, cutting edge Internet applications that will bring a new level of sophistication to users of our online systems. Required experience: Full life cycle of custom application development and project management. Experience with distributed architectures, especially n-tier web applications. Proven ability to build a team from hiring, mentoring, and staff development. Master's degree in computer science or equivalent. Experience highly desirable but not required: Relational database development. Java application development. Web application server based development. XML standards based application integration. TCP IP communication protocol experience.
Location: Framingham MA
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Copy Editor (IDC)

Publishing Services & Technologies (PS&T) seeks a motivated, talented, independent Copy Editor for projects on the IT industry. Responsibilities include editing text and tabular material online and on hard copy. Strong Microsoft Office Suite skills, especially Word and Excel, are required. The ability to work under tight deadlines and to juggle many projects at once is a must. A Bachelor's degree, preferably in journalism or English, and one to three years of experience in a technical environment are preferred.
Location: Framingham MA
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Associate Analyst/Research Analyst, Telecom (IDC)

This Associate/Research Analyst position is to support the Residential Telecommunications Services and Small Business Telecommunications research programs. Candidates must have good writing skills, excellent customer relations skills, and be a able to work in a demanding and fast-paced but friendly environment. RTS and SBT are established programs with a large client base and diversified research deliverables - this needs a dynamic individual to deliver research related to core telecommunications services, such as consumer long distance and service usage. This position will also be responsible for managing and delivering the twice-monthly RTS newsletter. Basic telecommunications industry experience or telecommunications industry research/forecasting experience required. Basic knowledge of market research practices required. Candidate must have a working knowledge of MS Word and Excel. Bachelors degree required, Masters preferred but not a prerequisite. Teamwork mentality, sense of humor and 'can do' team attitude required. *Location: New York NY*

Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Research Analyst, Software Support (IDC)

The Worldwide Services Research Group is looking for a dynamic person to assume a Research Analyst position with its Software Support and Integration Services program. This individual will be responsible for taking a leadership role in following technology companies which provide software and technical support services to their clients. Responsibilities will include meeting with leading software and technology service firms, interacting with the press and investment firms, building relationships with clients and prospects, conducting and producing research, and building a profitable practice through activities in the areas of sales and marketing. Qualified individuals will possess a Master's degree in a professional field such as business, 3-7 years of professional experience, and knowledge of services and marketing issues. The successful candidate must have very strong writing and presentation skills, demonstrate initiative in independently exploring new topics, and be able to balance multiple roles simultaneously.

Location: Framingham MA

Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Research Analyst, Telecom (IDC)

This Research Analyst position is to support the Residential Telecommunications Services and Small Business Telecommunications research programs. Candidates must have good writing skills, excellent customer relations skills, and be a able to work in a demanding and fast-paced but friendly environment. RTS and SBT are established programs with a large client base and diversified research deliverables - this needs a dynamic individual to deliver research related to voice services, enhanced services, transactional services (such as calling card), and competitive telecom issues. Telecommunications industry experience or telecommunications industry research/forecasting experience required. Knowledge of market research practices required. Candidate must have a working knowledge of MS Word and Excel. Bachelor's degree required, Masters preferred but not a prerequisite. Teamwork mentality, sense of humor and 'can do' team attitude required! *Location: New York NY*

Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Research Analyst/Senior Analyst, Latin America, Software (IDC)

IDC Latin America's Software Research Group has an exciting analyst opening for an entrepreneurial and inquisitive candidate to analyze software opportunities in the rapidly changing Internet economy. This is a high-profile position that allows for frequent contact with the press, Wall Street firms, and senior industry executives and provides opportunities to impact thought leadership to the industry while building a business. Opportunity for domestic and international travel is available. Specific responsibilities include, developing a vision for the industry in Latin America, publishing written research reports and bulletins, providing strategic advisory services to leading industry clients, leading a business development plan, speaking at industry events and conferences, and collaborating with international colleagues to produce global insights. Qualified individuals will have very strong writing, analytical and presentation skills as well as the ability to demonstrate initiative and balance multiple roles simultaneously. Language fluency in Spanish is a must, Portuguese a plus. Excellent client relationship and business development skills are essential. Since teamwork is essential to the success of the Services Group, successful candidates must be able to work collaboratively. A Master's degree in a professional field such as business or international affairs is preferred. *Location: Miami FL*

Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Research Manager, Survey-Based Research (IDC)

IDC's Application Development and Deployment Group is looking for a experienced professional to drive survey-based research. Experience in survey design, development, implementation, and analysis is required. An understanding of the market for application development and deployment tools and technologies is desirable. Outstanding skills in data analysis, communication, public speaking, and project management are also necessary. An advanced degree in business, economics, marketing, or computer science is advantageous. Responsibilities include driving primary market research, performing stochastic and empirical analysis, writing research reports and bulletins, and expanding the scope of our custom consulting business. 5-15 years experience in application development or Information management necessary with direct experience working for a development tools vendor desirable.

Location: Framingham MA

Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Senior Analyst, Telecom (IDC)
This Senior Analyst position is to support the Residential Telecommunications Services and Small Business Telecommunications and Web Talk research programs. Candidates must have good writing skills, excellent customer relations skills, and be a able to work in a demanding and fast-paced but friendly environment. Web Talk is a growing program, while RTS and SBT are established programs with a large client base and diversified research deliverables - this needs a dynamic individual to deliver research related to high-speed data, voice or enhanced services. Telecommunications industry experience or telecommunications industry research/forecasting experience required. Knowledge of market research practices required. Candidate must have a working knowledge of MS Word and Excel. Bachelor's degree required, Masters preferred but not a prerequisite. Teamwork mentality, sense of humor and 'can do' team attitude required. *Location: New York NY*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Receptionist (IDC)
Answer Nortel console at 500 OCP, greet visitors for 500 OCP, log-in and distribute airline tickets, distribute temp badges, support services group with administrative work, be the central contact for the Services department for conference room bookings.
Location: Framingham MA
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Benefits, Compensation & HRIS Manager (IDG Books Worldwide)
The Benefits, Compensation & HRIS Manager will work in a team based environment to develop and implement innovative compensation and benefits programs which balance cost, quality, satisfaction, consistency, and IDG Books philosophies. The position requires 5 years of progressively responsible human resource management experience, the majority of which concentrates on compensation and benefit programs. Demonstrated experience in the design, bench marking, and implementation of compensation programs, performance management, incentive-based pay systems, health and welfare benefit design, as well as HRIS (Lawson a plus). Excellent oral and written communication skills, creative problem solving, analytical and financial proficiency, and strong project management and team skills. Book publishing experience is highly desired. BA or BS required. *Location: New York NY*
Contact: J. Meyers, Fax: 212-884-5547, Email: nyjobs@idgbooks.com

Vice President, Human Resources (IDG Books Worldwide)
The Vice President, Human Resources, will be a key partner to our Executive Team and provide leadership & direction for all Human Resources initiatives including recruitment & retention, compensation, performance management, organizational development, employee benefits, training & development, employment laws and employee communications. This position will contribute to the creation, design and execution of key business strategies, lead and develop a staff of HR professionals and manage the financial performance of all Human Resources initiatives. Ideal candidate should possess influential communication & negotiation skills, outstanding problem solving abilities & analytical skills, solid business judgment and exceptional verbal & written communication skills; must possess at least 10 years of progressive experience with managing and leading the human resources function; minimum 3 years experience at the executive level. Bachelor's degree in a related field required. *Location: New York NY*
Contact: J. Meyers, Fax: 212-884-5547, Email: nyjobs@idgbooks.com

International Sales Assistant (IDG Global Solutions)
Candidates should be extremely resourceful, proactive, and eager to learn. Please have outstanding interpersonal and communication skills and be able to handle multiple tasks simultaneously in a fast-paced environment. Strong PC skills in Word and Excel required; experience with Lotus Notes and PowerPoint preferred. Candidates should have a college degree (or equivalent) and a minimum of 2 years' business experience. Previous administrative support in a sales/marketing or publishing environment would be a plus.
Location: San Francisco CA
Contact: P. Mylchreest, Fax: 415-331-0881, Phone: 415-676-3004, Email: peter_mylchreest@idg.com

Billing and Collections Coordinator (IDG World Expo Company)
IDG World Expo is looking for an Invoicing and Collection Coordinator who will be responsible for maximizing the cash flow for 5 tradeshows through timely invoicing and collections. Responsibilities include contract data entry, invoice preparation, monthly statements and extensive collection activity through telephone contact and written correspondence. The ideal candidate will be a customer focused individual with strong organizational, communication and follow-through skills. Associates in accounting or equivalent experience. 1-3 years. *Location: Framingham MA*
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

Executive Assistant to CEO/Office Manager (ITworld.com)
ITworld.com is seeking a highly motivated, take charge professional to provide a high level of Administrative support to the CEO and Sr. VP of Strategic Operations as well as manage the day-to-day operations of the entire office. Duties include general administrative support including maintaining and prioritizing calendars, coordinating travel and expense reports, scheduling and scribing minutes of meetings, etc. This position includes frequent interaction with all members within the company as well as customers, vendors, and business relations. You will also be in charge of coordinating office related tasks including maintaining security system, front reception area, office supplies, and acting as the main contact for building related issues. Candidate must be extremely organized, be able to multitask and be persistent in follow-up. Excellent written and verbal communication skills, negotiating skills and the ability to work with confidential information required. Individual must possess 5-8 years of strong office administration experience including excellent knowledge in the various MS office products and Lotus Notes. Must be able and willing to work independently or within groups depending on the project. Experience managing an office and working with busy executives is highly preferred. This is an extremely busy, visible position. *Location: Southborough MA*
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-988-6832, Email: christine_moloney@idg.com

Helpdesk Administrator (Mac Publishing)

Mac Publishing IS Department seeks a Helpdesk Administrator to administer and support all users at Mac Publishing. Primary responsibilities include identifying, prioritizing and resolving customer technical inquiries, requests and problems involving onsite and offsite workstations. To maintain helpdesk application data integrity through monitoring trouble tickets, escalating problems and logging resolution. Need to proactively monitor systems and functions that may generate user problems; maintain helpdesk workspace including inventory and organization of spare parts and tool set of hardware and software. Handle projects associated with the helpdesk such as new software rollouts, assistance with user documentation, new hire and quarterly training, etc. Be responsible for acceptance testing and installation of new and replacement equipment. Create and maintain professional rapport with all Mac Publishing employees to assure and inform them of trouble ticket status. Required minimum of 2+ year of experience in IT supports. Demonstrated track record of problem determination in a cross functional, cross platform environment. Knowledge of NT, Windows, and Macintosh workstation environments and their associated software. Basic understanding of network topology. Excellent written and verbal skills. Experience in a publishing environment a plus. *Location: San Francisco CA*
Contact: L. Heiberger, Phone: 415-243-3608, Email: lheiberger@macworld.com

Assistant Art Director - Online (Network World)

Want the opportunity to transform a website and give it your fingerprint? Do you have a great eye for typography and visual journalism? Are you a self-starter with good people skills? This job could be for you. We are a national computer newsmagazine, with an award-winning design team, seeking a talented Assistant Art Director with 3+ years experience in the web environment. You would be responsible for the overall design of the site, including creating daily information graphics and weekly features, converting graphics from print to online and researching/implementing cutting-edge design technologies. You must be able to construct and modify web pages and you must be proficient in Photoshop, Dreamweaver and Freehand or Illustrator. Working knowledge of Flash, Fireworks and HTML is a plus. *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Web Producer (Network World)

Network World Fusion's award-winning editorial department is looking for a Web producer to help us build and manage our growing family of Web sites and e-mail newsletters. Our users rely on us for daily breaking news of large-scale computer networking and for in-depth reviews, databases and forums. We're looking for somebody who knows his or her way around HTML and the Web, works well in a team and can juggle multiple tasks on deadline. Specific responsibilities will include producing pages and sections, working with the art and technology departments to move graphics and new features onto the Web and doing quality assurance on our sites. We're located in Southboro, about 25 miles west of Boston. Network World is part of IDG, the world's leading publisher of technology-related publications and Web sites. *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Week of September 25, 2000

BU	Category	Title	Location	Contact	Phone#	Fax#
CCI	Sales	Sales/Marketing Account Manager	Boston MA	N. Bohn	P:	F: 617-254-9776
CW	Art/Design	Graphic Designer	Framingham MA	P. Sheer	P: 508-820-8647	F: 508-879-3760
CW	Circ	Circulation Assistant	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	On-line Communities Editor	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Technology Editor	Framingham MA	P. Sheer	P: 508-820-8647	F: 508-879-3760
CW	Edit	Web Designer	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Events	Event Program Coordinator	Framingham MA	P. Sheer	P: 508-820-8647	F: 508-879-3760
CW	Exec	CEO	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
CW	Sales	Field Marketing Executive	San Mateo CA	P. Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Inside Sales Representative	Framingham MA	P. Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Sales Associate	Irvine CA	P. Sheer	P: 508-820-8647	F: 508-879-3760
CXO	Ad Sales	Account Executive	San Francisco CA	S. Brown	P: 508-935-4099	F: 508-935-4600
CXO	Ad Sales	Account Executive	Austin TX	J..Snow	P: 508-935-4631	F: 508-935-4600
CXO	Ad Sales	Account Executive	Northfield IL	J..Snow	P: 508-935-4631	F: 508-935-4600
CXO	Ad Sales	Ad Sales Assistant	Fairfield NJ	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Ad Sales	VP, West Coast Sales	San Francisco CA	S. Brown	P: 508-935-4099	F: 508-935-4600
CXO	Art/Design	Associate Graphic Designer	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CXO	Art/Design	Graphic Designer	Framingham MA	T. Gump	P:	F: 508-935-4600
CXO	Circ	Circulation Assistant/Researcher	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Circ	List Services Coordinator	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Edit	Copy Chief	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Edit	Copy Editor	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Edit	Editorial Assistant	Framingham MA	J..Snow	P: 508-935-4631	F: 508-935-4600
CXO	Edit	Features Writer	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CXO	Edit	Managing Editor, Production	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Exec Progs	Director, Event Business Development	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Exec Progs	Program Development Manager	Framingham MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
CXO	Mktg	Marketing Communications Coordinator	Framingham MA	T. Gump	P:	F: 508-935-4600
CXO	On-line	Assistant Editor, Web	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Sales	Senior Sales Associate, Consumer Sales	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
IDC	Admin	Administrative Assistant	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4432
IDC	Admin	Group Operations Coordinator	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	HR	Recruiting Specialist, East Coast and West Coast	Framingham MA Mountain View CA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Intern	Intern, Services	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	IS	Applications Developer	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	IS	Applications Developer	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	IS	Manager of Internet Application Development	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	IS	QA Engineer	Framingham MA	J. Snow	P: 508-935-4631	F: 508-935-4600
IDC	Mktg	Creative Services Manager	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Mktg	Manager, Product Management	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Mktg	Marketing Specialist	Framingham MA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	Mktg	Public Relations Specialist	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Prod	Copy Editor	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Prod	Data Specialist	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Prod	DeskTop Publishing Specialist	Miami FL	J. Klepper	P: 508-935-4143	F: 508-935-4432
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IDC	Prod	Proofreader	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Prod	Research Editor	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Prod	Software Engineer	Miami FL	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Rsch	Analyst, Account Manager, IT Advisor	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4432
IDC	Rsch	Associate Analyst/Research Analyst, Telecom	New York NY	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Consulting Manager	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Director, Software Consulting	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Editor	Framingham MA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
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IDC	Rsch	Inquiry Analyst, Telecommunications	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4432
IDC	Rsch	Program Director, IDC WW PC Quarterly Tracker	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Rsch	Program Director, New Business Economy	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Program Manager, Telecom	Miami FL	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Program Manager/Director, Internet & eCommerce Strategies	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Programmer Analyst	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Rsch	Research Analyst, Global Research Organization	Framingham MA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Research Analyst, Multifunction Peripherals	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Analyst, Network Services	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Analyst, Software Support	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
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IDC	Rsch	Research Analyst, Telecom Research Group	New York NY Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Analyst, US Quarterly Printer Tracker	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Analyst/Senior Analyst, Latin America, Software	Miami FL	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Director, High Performance Computing User Forum	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4432
IDC	Rsch	Research Director, Networking Communications	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Research Director, Workstation Research	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4432
IDC	Rsch	Research Manager, Application Design & Construction Tools	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Research Manager, Contract Manufacturing Services	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4432
IDC	Rsch	Research Manager, Information & Data Management	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Research Manager, Network Attached Storage (NAS)	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Manager, Quarterly Server Tracker Program	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Manager, Survey-Based Research	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432

BU	Category	Title	Location	Contact	Phone#	Fax#
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IDC	Rsch	Research Manager, XML & Java for eBusiness	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Senior Analyst, CCVV, Telecommunications	Framingham MA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Senior Analyst, Manufacturing	Framingham MA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Senior Analyst, Telecom	New York NY	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, eBusiness Advisory	Miami FL	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Sr. Analyst, Business Services: Globalization & Localization Services	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Sr. Analyst, Latin America	Miami FL	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Sr. Analyst, Vertical Markets	Framingham MA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Sr. Research Analyst, Global Research Organization	Framingham MA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Sr. Research Analyst, Personal Computers/Mobile Computing	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Sales	Account Executive, Major Account Sales	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Sales	Customer Service Representative	Paris France	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC	Sales	Global Account Development Manager	London England	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC	Sales	Sales Representative	Framingham MA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Sales Representative	Framingham MA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Sales Representative	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Sales Representative, Major Accounts	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Sales Representative, Services Accounts	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Sr. Inside Sales Representative	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Telesales Representative	Framingham MA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	Telecom	Receptionist	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Web Tech	IDCNet Product Manager	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Web Tech	Inside IDC Product Manager	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Web Tech	Vice President, Interactive Products & Services	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC Asia/Pacific	Operations	Director Greater China Operations	Beijing PRC	D. Philbin	P: 508-935-4173	F: 508-424-4875
IDC Australia	Rsch	Consultant	Sydney Australia	D. Philbin	P: 508-935-4173	F: 508-424-4875
IDC Beijing	Rsch	Senior Research Analyst, Telecommunications	Beijing PRC	D. Philbin	P: 508-935-4173	F: 508-424-4875
IDC Canada	Rsch	Market Research Support	Toronto Canada	J. McLean	P: 416-369-0033	F: 416-369-0419
IDC Canada	Rsch	Research Analyst, Domestic Software	Toronto Canada	J. McLean	P: 416-369-0033	F: 416-369-0419
IDC Canada	Rsch	Senior Consultant - IDC Canada	Toronto Canada	J. McLean	P: 416-369-0033	F: 416-369-0419
IDC Canada	Sales	Account Manager, NCR/Quebec, IDC Canada	Toronto Canada	J. McLean	P: 416-369-0033	F: 416-369-0419
IDC Canada	Sales	Account Manager, Services/Hardware, IDC Canada	Toronto Canada	J. McLean	P: 416-369-0033	F: 416-369-0419
IDC E/C Europe	Rsch	Research Analyst, LAN & Internetworking Technologies	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Rsch	Research Analyst, Peripherals	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Rsch	Research Analyst, Personal Computers Research	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Rsch	Senior Research Analyst, Software and Services	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Sales	Business Development Manager	Zurich Switzerland	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
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IDG Central Svcs	Facil	Mail Services Coordinator	San Francisco CA	M. Mirabal	P: 415-978-3337	F: 415-267-1777
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IDG Comm	HR	Senior Recruiter	San Francisco CA	T. Lehane	P: 707-939-6903	F: 707-996-6582
IDG Comm	Intern	Marketing Research Intern	Framingham MA San Francisco CA	V. Heistermann	P: 415-974-7357	F: 603-699-5652
IDG GC	Admin	Office Assistant	San Mateo CA	S. Wolf	P:	F: 650-524-5730
IDG GC	Web Tech	Web Developer	San Mateo CA	D. Garza	P: 650-524-5701	F: 650-524-5730
IDG GC	Web Tech	Web Developer (Domino)	San Mateo CA	D. Garza	P: 650-524-5701	F: 650-524-5730
IDG List	Sales	Account Executive	Framingham MA	C. Cotter	P: 508-935-4605	F: 508-935-4600
IDG News	Edit	Brussels Correspondent	Brussels Belgium	E. Heichler	P: 617-239-7816	F: 617-423-0240
IDG.net	Bus Dev	Audience Development Coordinator	San Francisco CA	K. Nielsen	P: 415-267-4505	F: 415-267-4558
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IDG.net	Edit	Assistant News Editor	San Francisco CA	M. Cappel	P: 415-267-4505	F: 415-267-4558
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IDG/B	Edit	Acquisitions Editor	New York NY	J. Meyers	P:	F: 212-884-5547
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IDG/B	Edit	Development Editor	New York NY	J. Meyers	P:	F: 212-884-5547
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IDG/B	Edit	Editorial Assistant	New York NY	J. Meyers	P:	F: 212-884-5547
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BU	Category	Title	Location	Contact	Phone#	Fax#
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IDG/B	Mktg	Copy Specialist	New York NY	J. Meyers	P:	F: 212-884-5547
IDG/B	Mktg	Copy Specialist	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
IDG/B	Mktg	Graphic Designer	New York NY	J. Meyers	P:	F: 212-884-5547
IDG/B	Mktg	Licensing Coordinator	New York NY	J. Meyers	P:	F: 212-884-5547
IDG/B	Mktg	Product Marketing Coordinator	Foster City CA	C. Yam	P:	F: 650-653-7513
IDG/B	Mktg	Product Marketing Manager	Indianapolis IN New York NY	J. Meyers	P:	F: 212-884-5547
IDG/B	Mktg	Product Marketing Manager	Indianapolis IN	S. Peters	P: 317-572-3360	F: 317-572-4360
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IDG/GMG	Circ	Single Copy Sales Associate Mgr/Mgr	San Francisco CA	B. Hooven	P:	F: 415-975-2609
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IDG/WEC	Operations	Event Operations Coordinator	Framingham MA	C. Cotter	P: 508-935-4605	F: 508-935-4600
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IS	Edit	Metrics Reporter	San Francisco CA	M. Thompson	P: 415-733-5478	F: 415-733-5403
IS	Edit	Metrics Staff Writer	San Francisco CA	M. Thompson	P: 415-733-5478	F: 415-733-5403
IS	Edit	New Gig Columnist (PT, Contract)	San Francisco CA	P. Traylor	P: 415-591-6982	F: 415-733-5401
IS	Edit	Staff Writer	San Francisco CA	P. Traylor	P: 415-591-6982	F: 415-733-5401
IS	Edit	Web Content Producer	San Francisco CA	H. Boyle	P: 415-617-4117	F: 415-733-5401
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IS	Web Tech	Associate Producer	San Francisco CA	R. Berkowitz	P: 415-477-2466	F: 415-733-5401
IS	Web Tech	SVP, Interactive	San Francisco CA	A. Patel	P: 415-617-4170	F: 415-733-5401
IS	Web Tech	Web Developer	San Francisco CA	A. Jones	P:	F:
IS	Web Tech	Web Production Assistant	San Francisco CA	D. Newhoff	P: 415-617-4185	F: 415-733-5401
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ITworld	Ad Sales	On-line Account Executive	Southborough MA	J. Davidson	P: 508-269-2964	F: 508-303-9788
ITworld	Ad Sales	On-line Account Executive	San Francisco CA	J. Davidson	P: 508-269-2964	F: 508-303-9788
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ITworld	IS	UNIX Administrator	Southborough MA	J. Davidson	P: 508-269-2964	F: 508-303-9788
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ITworld	Sales	District Sales Manager	San Francisco CA	J. Davidson	P: 508-269-2964	F: 508-303-9788
ITworld	Sales	District Sales Manager	New York NY	J. Davidson	P: 508-269-2964	F: 508-303-9788
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ITworld	Web Tech	Web Producer	San Francisco CA	K. McIsaac	P: 508-303-9731	F: 508-303-9788
ITworld	Web Tech	Web Producer	Southborough MA	J. Davidson	P: 508-269-2964	F: 508-303-9788
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Mac Pub	Art/Design	Associate Designer	San Francisco CA	E. Leishman	P: 415-243-3639	F: 415-442-0766
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Mac Pub	Edit	Copy Editor	San Francisco CA	C. Purdy	P: 415-243-3596	F: 415-442-0766
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Mac Pub	Sales	Custom Publishing Sales Manager	San Francisco CA	S. Wu	P: 415-978-3272	F: 415-267-1742
Mac Pub	Web Tech	Senior Programmer	San Francisco CA	L. Heiberger	P: 415-243-3608	F:
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NWW	Circ	Manager of Direct Marketing	Southborough MA	M. Brunaccini	P:	F: 508-490-6454
NWW	Edit	net.worker	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Edit	Senior Editor	West Coast	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Edit	Staff Writer	Flexible	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	IS	Database Architect	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Mktg	Sr. Direct Marketing Specialist	Southborough MA	M. Brunaccini	P:	F: 508-490-6454
NWW	Operations	Operations/Fulfillment Manager	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	Sales	Sales Assistant	Irvine CA	E. Price	P:	F: 508-490-6454
NWW	Sales	Sales Assistant	San Mateo CA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Web Tech	Assistant Art Director - Online	Southborough MA	E. Price	P:	F: 508-490-6454
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PCW	Ad Sales	Sales Associate	Paramus NJ	W. Silverman	P: 201-587-7318	F: 201-712-9786
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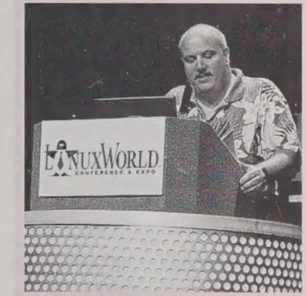
PCW	Edit	Senior Editor, Reviews	San Francisco CA	T. Capen	P: 415-978-3225	F: 415-442-1891
Publish	Edit	Features Editor	Topsfield MA	C. Smith	P: 978-887-7900	F: 978-887-3177
Publish	Edit	Senior Graphic Designer	Topsfield MA	C. Smith	P: 978-887-7900 x105	F: 978-887-3177
Publish	Edit	Technology Editor	Topsfield MA	C. Smith	P: 978-887-7900 x105	F: 978-887-3177
Publish	Sales	Advertising Sales-Regional Account Director	Topsfield MA	C. Smith	P: 978-887-7900 x105	F: 978-887-3177
Publish	Sales	Advertising Sales - Regional Managers	Chicago IL Los Angeles CA New York NY San Francisco CA	C. Smith	P: 978-887-7900	F: 978-887-3177
Publish	Sales	Internet Sales-Inside	Topsfield MA	C. Smith	P:	F: 978-887-3177
Publish	Web Tech	Web Developer	Topsfield MA	C. Smith	P:	F: 978-887-3177
Webby	Sales	Account Executive	San Francisco CA	L. Verga	P: 415-974-7465	F: 415-974-7401

Geeks take on Nerds



Nick Petreley *fires off a question.*

A highlight of the LinuxWorld Conference & Expo was the "Linux Geek Bowl," a live quiz show hosted by **Nicholas Petreley**, founding editor of *LinuxWorld* (www.linuxworld.com) and an *InfoWorld* contributing editor. He described the format as "a quiz show in which two teams [Geeks and Nerds], each comprising six high-profile geeks, matched wits answering trivia questions about math, computing, science fiction movies, television shows, cartoons and the like." Petreley not only hosted the event but also wrote the code for the program itself (i.e., how the questions were displayed, the timing, sounds, etc.)

LinuxWorld

continued from page 1

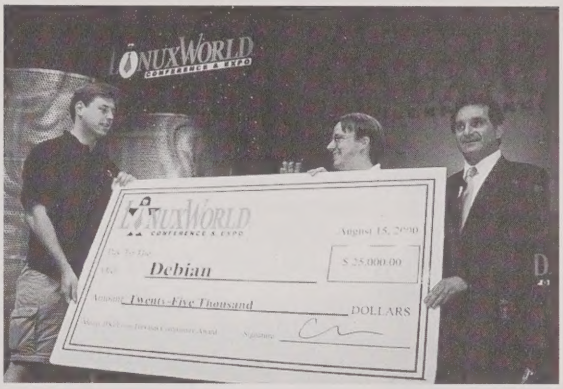
"Judging by the hundreds of new products made available for the first time, the event has become the single most important vehicle for companies to announce new products and services for the Linux community."

Numerous companies made major announcements at the show. Among them: Compaq Computer Corp., Hewlett-Packard, IBM, Red Hat, Inc., Helix Code, Sun Microsystems and VA Linux Systems joined efforts to form the Gnome Foundation and extend the Gnome graphics user environment for Linux. The Linux industry views the Gnome Foundation as a direct competitor to Microsoft's Windows and Office suite. Helix Code Gnome software simplifies the test interface and allows users to navigate Linux with a mouse. In addition, America Online unveiled a plan to make its products available to users of the Linux operating system.

Michael Dell, president and CEO, Dell Computer Corp., Ransom Love, president and CEO, Caldera Systems, Inc., and Joel Birnbaum, chief scientist, Hewlett-Packard Co., headlined the keynote presentations. In addition, Patricia Sabga, co-anchor of the "The New Economy Watch" on CNNfn, hosted the Executive Round Table.

Additional IDG presence at the show included *LinuxWorld* magazine, the event's flagship sponsor; media sponsors *InfoWorld* and *Network World*, and the IDG Books Worldwide booth.

The next LinuxWorld Conference & Expo will be held at the Jacob K. Javits Convention Center in New York, N.Y. Jan. 30-Feb. 2, 2001. For more information contact Marketing Manager **Cheryl Smith** at cheryla_smith@idg.com or visit www.linuxworldexpo.com.



IDG World Expo President/CEO ***Charlie Greco*** *(right) and Linus Torvalds (center) present the $25,000 IDG/Linus Torvalds Community Award to a representative of Debian, an organization that has created an open source operating system using the Linux kernal. Since its inception last year, the award has granted more than $100,000 to companies and organizations whose use of the Linux operating system involves a combination of both innovation and usefulness.*

.org
pavilion
Linuxpower.org
KDesktop Environment

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One of the distinctive elements of the LinuxWorld show floor was the .org pavilion, an area provided by World Expo at no cost to non-profit organizations that contribute to Linux' development. Entities such as Linuxpower.org and the Electronic Frontier Foundation took advantage of the 10-foot by 10-foot space – complete with electrical hook-ups, phone jacks, and signage – to display their online wares. The .org pavilion has been highly popular at each of the LinuxWorld Conference & Expo event; the New York show next year will have space for 25 organizations.

EXHIBIT HALL 1

The LinuxWorld Conference team (L-R): ***Jim Paolillo****, director of IDG World Expo Client Services;* ***Nora Hayes****, operations coordinator;* ***Ann O'Reilly****, executive assistant;* ***Mike Pesaturo****, director of operations;* ***Laura Meola****, finance ;* ***Wendy Anderson****, director of marketing;* ***Julia Russ****, conference coordinator;* ***Kristin Gallo****, marketing coordinator;* ***John Douglas****, event operations manager;* ***Danielle LaMountain****, staff accountant;* ***Beverly Griffith****, sales manager;* ***Natalie Vercauteren****, conference director;* ***Aramis Jordan****, sales manager;* ***Sasha Navas****, director of public relations;* ***Jay Novack****, director of sales;* ***Cheryl Smith****, marketing manager;* ***Charlie Greco****, president and CEO of IDG World Expo;* ***Debbie Diodati****, sponsorship sales coordinator; and* ***Rosemary Kelly****, registration manager. Missing from photo:* ***Rob Scheschareg****, vice president of IDG World Expo, and* ***Kathy Moran****, conference manager.*

Best of show

The following Show Favorite award winners garnered the most votes in their category courtesy of LinuxWorld Conference & Expo Show attendees.

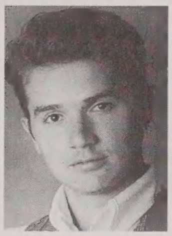
Best of Show: Loki Software
Development Tools: Lone Star Software Corp.
Desktop Environments: K-Desktop
Distribution: Red Hat Inc.
Hardware/Hardware Peripherals: Atipa Linux Solutions
Internet/Intranet/Extranet: Vovida Networks Inc.
Office Suite: Sun Microsystems, Inc.
Peripherals/Support Services: Lone Star Software Corp.
Publications: Linux Journal
Servers: Atipa Linux Solutions
Software Utilities: Enhanced Software Technologies, Inc.
Database: Sleepycat Software, Inc.

noteworthy

people

Brandt

IDG WORLD UPDATE


Cronin

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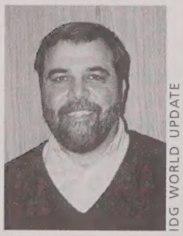
IDG WORLD UPDATE

Gulbankian

IDG WORLD UPDATE


Cutitta

IDG WORLD UPDATE

Promotions

Andy Brandt, *PC World* associate editor, features, has been promoted to senior associate editor. "As far as I know, Andy is the only *PCW* editor who's worked in print, Web, television and classical-music liner notes," said Executive Editor, Features **Harry McCracken**. "He began as a reviews department stalwart three years ago; over the past year he's been one of the few constants at PCWorld.com. He'll continue to spearhead much of the features content on the Web site and will still write his privacy column. He's already begun helping the rest of us features people become online journalists. He'll also work as an editor and writer on print projects, especially stories with an investigative, security or privacy-related angle."

New employees

Kevin Cronin has joined ITworld.com in Southboro, Mass. as a Web events producer. For the past seven years he ran his own video/multimedia services company, Primary Communications, Inc., and also co-founded another company that provided video streaming solutions. He has a degree in film and video from Georgia State University and enjoys mountain biking and spending time with his daughters, Taylor and Zoe.

Cec Serrano joins The Webby Awards as sponsor service executive, coming from BuyMedia.com where she was director of station relations. She holds a B.S. in political science from the University of California/Berkeley and enjoys playing Ultimate Frisbee and tennis.

Previously operations manager with Esperion Therapeutics, **Jon Deason** is now executive assistant to Webby Awards President **Tiffany Shlain**. He earned a B.S. in political science at Austin College in Sherman, Texas, and enjoys reading, cooking and playing with his dogs, Bastien and Sophie.

Armine Gulbankian, formerly a receptionist at PSDI in Bedford, Mass., has joined IDC's Framingham office as an administrative assistant for the Services group. Before coming to the U.S. one-and-a-half years ago, she worked as an English teacher in her native Armenia. In her spare time, Armine enjoys playing the piano and tennis and shooting pool.

Previously an Infosec technology analyst with a U.S. federal agency, **Charles Kolodgy** is IDC Framingham's new research manager in the Internet Security group. He holds a B.S. in political science from the University of Massachusetts and an M.A. in national security studies from Georgetown University in Washington, D.C. Away from the office he enjoys historical research on the U.S. Civil War.

A recent graduate with a B.A. in psychology and art history from Grinnell College in Grinnell, Iowa, **Daniel Corsetti** joins IDC Framingham as an inquiry analyst with the Peripherals and Consumer Devices group. He enjoys baseball and restoring classic and antique cars.

Dan Duggan is a senior account executive for IDC in Chicago. Previously an area district manager at ADP handling outside sales and employee development, he holds a B.A. in organizational communications from Ohio University. In his free time he likes to golf and bike.

IDC West in Mountain View, Calif., has hired **Alexander Weis** as a client service representative. He was previously a research associate at NetRatings and holds a B.A. in sociology from San Jose (Calif.) State University. He enjoys the outdoors, playing golf and musical instruments.

Network World Fusion has hired **Stephanie Gutierrez** as account executive, a title she also held at her previous job at Teen.com. She earned a B.A. in physical fitness management with a minor in business from Marymount University and is a Massachusetts state-certified EMT. A dog trainer, she is also the president of the Vizsla Club of Central New England.

Patrick Heijmen joins *The Industry Standard*'s New York office as an online sales associate, coming from Winner's Advertising where he was an account executive. Patrick graduated from the University of Texas/Austin with a B.S. in advertising. Outside the office, he enjoys acting and playing and watching sports.

Scott Coppin is *InfoWorld*'s new office service facilities supervisor. He was previously facilities administrator with Visa. He studied telecommunications at the College of San Mateo (Calif.) and likes to rollerblade and snowboard.

Et cetera

IDG Senior Vice President/Corporate Accounts **Frank Cutitta**, a 14-year IDG veteran, has been appointed to the Board of Directors of the International Advertising Association (IAA). He will serve as vice president and chairman of the Board's newly formed Communications Committee. The only global partnership of advertisers, agencies and representatives of the media, the IAA promotes the critical role of advertising and protects commercial free speech.

Dave Reeder, managing editor of CPI, IDG's publishing partner in Dubai, was a finalist in the Media Excellence Award competition sponsored by Hewlett-Packard EMEA. The award program honors the "best Internet writing of the new millennium." CPI publishes *Computer News Middle East*, *Network World Middle East* and *Reseller World Middle East*.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

11

Deirdre Hatch *IDC*
John St. Martin *IDC*

10

Richard Denechaud *IDC*
Alexa McCloughan *IDC*

9

Linda Devine *IDC*
Mary Bednarek *IDG Books*

7

Christine Jarmul *IDC*
David Weldon *Computerworld*
Carol Lasker *Network World*

6

Jonas Wallin *IDG Sweden*
Rob Octavio *IDG Central Services*

5

Roger Vikström *IDG Sweden*
John Daly III *IDC*

4

Patricia Pan *IDG Books*

3

Jennifer McKean *IDG*
Jun Kawahara *IDG Japan*
Leslie Murray *Computerworld*
Tanya Braitchouk *IDC U.K.*

2

Lottica Fredlund *IDG Sweden*
Mary Holland *IDC*
John Shirley *IDC*
Robert Sullivan *IDC*
Vickie Caskey *IDG Books*
Eric Newman *IDG Books*
Tamara Plakalo *IDG Australia*

1

Karen Haffty Zirpola *CXO Media*
Maia Benson *IDC*
Brian Burke *IDC*
Rekha McCarthy *IDC*
Brian Wong *IDG Books*
Glenn Worthman *IDG Books*
Mary Roberts *IDG Books*
Mathew Schwartz *Computerworld*
Paul Martilla *IDG Australia*
Carla Estrada-Marin *IDG Central Services*
Kevin Gilligan *Network World*
Jocelyn Young *IDC China*
Rajnish Arora *IDC Singapore*
Doug Dineley *InfoWorld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Expo Support Center

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experience of our customers interested in IDG events produced outside their respective countries."

For example, Paolillo said that he would like to facilitate the sharing of images and text used to market the LinuxWorld event in the U.S. with organizers of LinuxWorld events worldwide. "While each individual unit is free to design its own graphics, I will advocate consistent brand look and feel as a basic step to strengthen our brand identity on a global basis." Other areas where consistency is important include the look and content of key event information booklets such as the Exhibitors Manual (given to each exhibitor at an IDG event) and the Program and Exhibits Guide (given to each attendee), he noted.

With the establishment of the EGSC, each business unit will continue to be responsible for the design and management of the products in its portfolio. The EGSC will not partner with other units to produce shows, rather it will focus on harnessing IDG's global marketing power to provide a means for individual business units to strengthen their events by extending their global reach, Paolillo said. This will include using such tools as Web links, e-mails to prospect lists and fax blasts to create international awareness of each unit's events, he explained.

Paolillo said that one of his first goals is to ensure that customers have easy access to information regarding IDG's worldwide events. "Every day I'm getting questions from customers regarding where and when a particular event is being held and asking how they can get more information about a specific show." To that end, he is requesting that any IDG business unit or World Expo office worldwide that organizes events send him a calendar of upcoming shows for the year that includes contact information and Web links. Paolillo will work with IDG Corporate Communications Manager **Sarah Hansen** and the staff at IDG Global Communications to ensure that this information is included on the IDG.com site and asks that each country manager ensure that worldwide event information is available on their own Web sites.

Another priority, Paolillo said, will be the establishment of a speaker's bureau to help facilitate the growing demand for U.S. speakers at many of IDG's international events. "At the recent LinuxWorld event in San Jose, Calif., for example, representatives of several overseas World Expo units or affiliates were on hand to recruit speakers for their own LinuxWorld events. The rapid growth and popularity of many of IDG's branded events around the world places a high demand on keynote speakers and it is our goal to act as a clearinghouse of sorts to help to manage this demand," Paolillo said. Paolillo also noted that he is hopeful that he can build relationships with speakers who might otherwise work for our competition because IDG can offer them global exposure.

For more information on the EGSC, contact Jim Paolillo at jim_paolillo@idg.com.

Coming up

ASP World Conference and Expo
Oct. 3-6
An IDG World Expo event
San Jose Convention Center
San Jose, Calif.
www.aspworldexpo.com

LinuxWorld Expo and Conference
Oct. 5-7
Frankfurt Exhibition Center
Frankfurt, Germany
Organizer: IDG World Expo (Munich)
Show Manager: K+S Event Management
Contact: Gunnar Kuechler
Gkuechler@ksmesse.de

IDC Nordic IT Forum
Oct. 11
Hotel d'Angleterre
Copenhagen, Denmark
www.idc.dk/events

CIO Perspectives
"The CIO & Corporate Strategy"
Oct. 15-18
Arizona Biltmore
Phoenix, Ariz.
Tel: 508-872-8200
www.cio.com/conferences

celebrating 10!

Name
Judy Schultz

Home
Holliston, Mass.

Joined IDG
May 9, 1988. Ad taker at Computerworld.

Career path since joining IDG
Worked in the Operations Department, supporting the Recruitment Advertising team. While employed at CW, I went back to school at night and earned a certificate degree in Computer Graphics at Northeastern University. I joined *Network World* in February 1999.

Current job
Graphic Designer/Marketing Specialist. I design collateral pieces as sales tools for the sales staff. I also support the marketing needs of several sales people.

Most challenging part of your job
Creating something out of nothing; from a sheet of text, designing a piece that communicates *Network World*'s message in a visually pertinent and comprehensible manner.

Interests outside the office
Gardening, skiing, tennis, movies, travel

Most rewarding thing you've ever done?
I founded and coordinated Operation Cranberry Sauce in 1993. With the contributions and volunteerism of nearly 100 IDG employees, we held a huge yard sale and raised money to purchase and distribute Thanksgiving turkeys and the fixings to nearly 200 local needy families.

Of what accomplishment at work are you most proud?
I won an Apex Award and an American Graphic Design Award for the Fusion brochure that I designed.

What talent do you wish you had
I wish I could dance well.

Five people — living or dead — you'd invite to a dinner party?
My husband Mark, my Dad, Nelson Mandela, Martin Luther King Jr., and Steven Spielberg.

One possession you'd grab if your house were on fire?
Photo albums

Favorite vacation spot?
Disney World

*IDG Chairman **Pat McGovern** escorts Network World's **Judy Schultz** to dinner at the Ritz-Carlton in Boston in honor of her 10-year service anniversary.*

What others can't tell just by looking at me
Prior to working at IDG, I worked 13 years in the restaurant business first as a cook, and then as the head chef at Kennedy's Pub in Marlboro.

If you won the lottery tomorrow, you would
Quit my job and either join or create a program that helps low income, disadvantaged people.

If I could do one thing over
I would have enrolled in college earlier and explored the fields of architecture, cartoon animation and film.

Favorite quote
"Making a movie and not directing the little moments is like drinking a soda and leaving the little slurp puddle for someone else." — Steven Spielberg

Manager's profile
"Judy is a tremendous asset to the *Network World* marketing team, as well as the IDG family. Judy's can-do attitude, great sense of humor and creative talent are key to the success of the group. She is highly regarded by those work with her each day.

— TerryAnn Croci, marketing communications manager, Network World

and finally.

Site of the Month

Magazine Portal
www.magportal.com/

MagPortal.com helps you find individual magazine articles on the Web in categories ranging from the Internet to Sports & Recreation. A quick check of the Business section yielded numerous articles from many of your favorite IDG publications.

*IDC Framingham Library Director **Merrill Walsh** selects a "Web site of the month: for the monthly IDC highlights report.*

IDG **World**Update

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

IDG World Update

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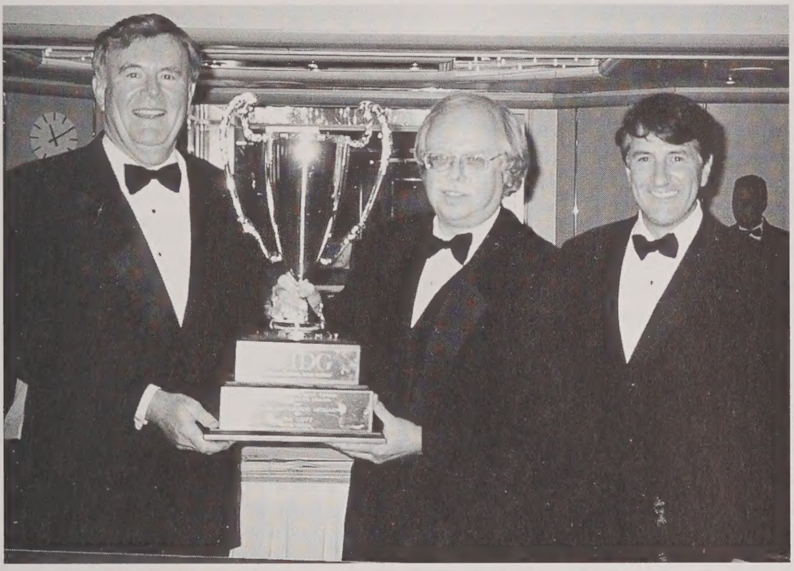
WWW.IDGWORLDUPDATE.COM

Worldwide managers celebrate IDG's best year ever



IDG WORLD UPDATE

Joe Levy, *president and CEO of CXO Media, Inc., (center) accepts the Chairman's Cup for Overall Management Excellence from IDG Chairman* ***Pat McGovern*** *(left) and IDG President* ***Kelly Conlin****.*

For a complete listing of the awards presented at the Worldwide Managers Meeting, turn to page 4.

Likening the company's business units to "a fleet of top-quality, fast-moving boats," IDG Chairman **Pat McGovern** hailed IDG's best year ever during opening remarks at the first Worldwide Managers Meeting held on the high seas.

Last month 120 country managers and executive staff sailed from Monte Carlo on the cruise ship Silver Cloud to celebrate corporate and business unit achievements, share great ideas and cement their strategies for continuing IDG's growth, particularly in the online components of each business segment. The group, representing more than 40 countries, triumphed over stormy weather and technological challenges during the sessions to achieve, in the words of IDG President **Kelly Conlin**: "An IDG first: bringing Powerpoint to the Mediterranean."

IDG is indeed shipshape, according to those presentations. Worldwide revenues are up 24% over FY99, the fastest revenue growth the company has seen in 15 years. Operating profits are up 153%

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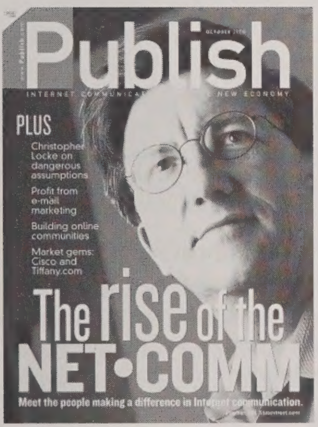
Publish reinvents self as resource for Internet professionals

Magazine trumpets new editorial mission, layout and tagline



Publish
INTERNET COMMUNICA... NEW ECONOMY
PLUS
Christopher Locke on dangerous assumptions
Profit from e-mail marketing
Building online communities
Market gems: Cisco and Tiffany.com
The rise of the NET•COMM
Meet the people making a difference in Internet communication.

Evolving to meet the information needs of a new community of Internet communication professionals, Topsfield, Mass.-based Publish Media, LLC last week debuted a new layout, mission and editorial focus for *Publish* magazine. With its October issue, *Publish* now carries the tagline, "Internet Communication for the New Economy," reflecting its intention to serve a growing niche of industry influencers it describes as "Internet Communication Strategists."

With the Internet turning every enterprise into a publisher, today's marketing and e-commerce initiatives directly impact corporate Internet communication practices. *Publish* is designed to meet the needs of enterprise-level professionals who must manage marketing objectives, content issues, creative considerations, technological limitations and customer expectations to implement Internet communication strategies for their companies.

"The evolution of our magazine was driven by the realization that our readers are more technically savvy and strategically empowered than they were just one year ago," said **Barry Harrigan**, president and CEO of Publish Media. "These communication professionals are now holding the purse strings at Fortune 500 companies, e-business consulting firms and interactive advertising agencies and are making key purchase decisions about services and technology driving companies' e-commerce objectives."

Publish provides this new breed of Internet professional with guidance, analysis and information on the latest content strategy needed to publish in this new business environment. Focusing on the issues facing senior-level content, marketing and technology professionals, *Publish* will help businesses inte-

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IDG WORLD UPDATE

The IDG flag fluttered atop the ship carrying who ***Pat McGovern*** *called the "world's best captains."*

IDG's online highlights

In outlining the achievements in IDG's business sectors, IDG President **Kelly Conlin** pointed out some of the online-related highlights:

Events

- 85% of U.S. attendees at IDG events this year registered online.
- IDG produced 63 Webcasts.
- 100,000 viewers tuned in for the Webby Awards on Yahoo!

IDG Books

- 500,000 daily viewers to IDGBooks.com.

Research

- 260% increase in e-reports business.
- There are 3,800 external links to the IDC Web site, making IDC the most-linked-to research site on the Web today.

Publishing (U.S.)

- Online revenues are up 80%.
- ITworld.com's revenues leaped from zero to $11 million.
- IDG's reach into the most valuable kinds of customers is substantial. IDG was ranked best by 75% of top IT vendors surveyed in a recent IDG customer survey, while competitors didn't get above 50%.

Publishing (non-U.S.)

- Overall online growth of 223%, with key sites launched this year, bringing IDG's total number of Web sites worldwide up to 300.

Managers

continued from page 1

over last year, enabling IDG to exceed $100 million ($101.3 million) in operating profits for the first time ever. Most importantly, "growth across every one of our sectors is impressive," Conlin said. Year-over-year revenue growth shows the following gains: Publishing, 23%; Books, 33%; Research, 20%; Online, 96%; Events, 40%.

Moreover, "IDG has never had a more balanced portfolio," Conlin said. IDG's worldwide profits break down as follows: U.S. Publishing, 33%; Books, 17%;, non-U.S Publishing, 18%; Research, 17% and Events, 10%.

Two particularly significant achievements within IDG's U.S. publishing business earned special mention. *The Industry Standard* made history on many levels, not the least of which was that it ran more ad pages (4,164) from January to June 2000 than any publication in the history of U.S. publishing. Furthermore, U.S. ad pages were up 46% during the same period (60% of which is attributed to *The Standard*'s success), in which CMP pages were down 7% and Ziff pages down 11%.

The combined portfolio of print, online and events that IDG's customers demand is critical to business unit success, Conlin said. Business units that regularly organized events (expos, conferences, etc.) had a 17% revenue gain this year compared to just a 4% gain for business units that didn't undertake events.

One of the key indicators of IDG's influence and standing is the extent to which media rely on IDG for insights into where the IT market is heading. For the past 12 months, IDG business units accumulated 20,584 quotations in the U.S. media, far surpassing the competition (Forrester was in second place with 8,444 citations).

Looking ahead, McGovern noted that IDG's growth should continue to surge given that "our traditional customers have a lot more firepower to help our fleet in 2001." He said the IT industry will have strong sales growth due to large e-business investments, there is strong marcomm spending by the 1,500 new IT-related companies started since 1998, and there's been a shift in IT-related marcomm spending from mass media to targeted media.

The five-point plan for continuing IDG's momentum remains consistent, and McGovern outlined "eIDG's" strategies leading up to 2020:

- Extend branded information services globally.
- Provide career development support for users of IDG's professional information services (i.e., expand career information on ITworld.com, JobUniverse, etc.).
- Increase information user-based revenue coming from users from 35% to 65% of total revenue by 2020 (i.e., continue IDC's growth, be the world leader in fee-based Web-delivered IT knowledge, such as e-newsletters).
- Establish and maintain leading conferences and expos for each major eIDG information service (i.e., aim for 900 place-based conferences and/or expos in 100 countries each year by 2020.
- Achieve 70% of revenue from Internet-based services by 2020 (now at 6%) (i.e., provide current services fully integrated with Web components).

IDG WORLD UPDATE

The team responsible for the myriad details involved in orchestrating a global meeting earned a round of applause from attendees. (Front, L-R): ***Libby Levinson****, executive assistant to the president;* ***Marion Kibbee****, IDG VP/Corporate Services;* ***Joan Kelliher****, executive assistant;* ***Judy Bonasoro****, administrative assistant;* ***Maggie Murphy****, executive assistant to the Chairman;* ***Antonette Cutone****, executive assistant. (Back, L-R): IDG President* ***Kelly Conlin****,* ***Allison Stamm****, director, competitive analysis, IDG Research Services (and corporate videographer extraordinnaire);* ***Debbie Waters****, executive assistant to VP/Corporate Services;* ***Lyndsey Pomella****, director, Travel Services.*

"eIDG will reach these goals if we establish and maintain our customers' trust in our brand of information," McGovern said. "Focus your energies on the quality and usefulness of information that they can trust and make key decisions on. Be the quality leader."

McGovern said he was confident IDG would reach its 2020 goals for three reasons. "We're serving the fastest-growing major market in the world, our market will be the world's largest in the 21st century, and our focus will remain the same: ensuring our success by making our customers successful."

Week of October 2, 2000

On-line Communities Editor (Computerworld)

Computerworld is looking for an On-line Editor. This editor will help to build, monitor and coordinate content for on-line communities pages on the computerworld.com site. The position will monitor and provide a variety of content material aimed at specific communities of users -- initially those involved with security, Windows 2000 and E-Commerce -- while also searching out alliances, partnerships and content-sharing with relevant groups, publications and suppliers. Requirements: Editorial and/or marketing background, with knowledge and understanding of the computer industry and IT professional community. Experience with Web page design and graphics is a plus. This position requires an enthusiastic self-starter with an ability to work with a team while also taking a leadership role. Demonstrated writing and editing skills are necessary, along with excellent interpersonal skills. This editor must be able to connect with and understand the user community, in order to drive readership to the Computerworld site and its new communities pages. This position must also play a role in building partnerships that add value and bring resources to specific pages. The On-line Communities Editor will be responsible for setting the tone, creating a voice and populating the pages with relevant copy and forums, including material from Computerworld print and on-line sources, as well as from external sources such as other publications, reports, research, conference information, white papers, etc. This editor will also develop relationships with appropriate community groups, such as user associations, educators, standards bodies, computer vendors, etc.
Location: Framingham MA
Contact: J. Snow, Fax: 508-935-4600, Phone: 508-935-4631, Email: jennifer_snow@idg.com

Web Designer (Computerworld)

Computerworld newspaper seeks a Web Designer for its growing website. This individual will work with Computerworld's in-house web development and design staff on marketing and editorial projects. They will enhance and extend the design of existing on-line sections, as well as create new solutions for future projects. Candidates should have a 3-5 year mix of web and print design experience, an appreciation for challenge and innovation, and skill with Web tools and related technologies. These would include very strong HTML skills in both Mac and PC environments, Photoshop, BBEdit, GoLive or equivalents. Familiarity with CSS, DHTML, Javascript and CGI would be great, as would experience with current content management systems. We are starting a major redesign; if you've got a real interest in the future development of the web, its design issues and technologies, this is going to be an interesting place to work.
Location: Framingham MA
Contact: J. Snow, Fax: 508-935-4600, Phone: 508-935-4631, Email: jennifer_snow@idg.com

Features Editor (CXO Media)

The Features Editor will work closely with in-house and freelance writers on story development, direction, and focus; assist in the idea-generation process; assign stories; and write occasional short items. The individual in this position will be responsible for editing copy for content, organization, clarity, and completeness. Three years of feature editing experience is required. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

Library Assistant (IDC)

In this flexible part-time position, you will be responsible for downloading information from the Internet, data entry, photocopying, interlibrary loans, some filing, and assisting with clients. You will also provide backup for the library director, and work on special projects as needed. To qualify you must have two years office experience, library exposure would be a plus. *Location: Framingham MA*
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Marketing Development Manager (IDC)

This exciting new position manages the revenue growth of existing and new research products in the Personal Systems and Peripherals through a range of marketing and business development activities, including promotions, lead generation, identifying new customer targets and facilitating the close of new business. Based in a dynamic team environment, this multi-faceted job collaborates with IDC marketing, sales, research and clients. The position requires two to three years of business development, marketing, or sales/marketing experience. Prior experience within or working directly with a sales organization as well as an MBA are preferred. Strong written and verbal communication as well as personnel management/small team leadership skills required. Requires creative, self-motivated, detail-oriented, energetic, passionate individual with strong time management skills. *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Senior Marketing Specialist (IDC)
IDC's Corporate Marketing group is hiring a Senior Marketing Specialist. This position requires a results-oriented and creative team player. Responsibilities include: event planning and promotion; list research and selection to increase direct mail results; and management of both internal and external collateral and direct mail fulfillment. The successful candidate for this position will be deadline and detail-oriented and will possess superior project management and communication skills. Three to five years of marketing experience is essential. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Software Engineer (IDC)
Software engineer with strong technical and communication skills to develop and support document templates, workflow, and publishing systems in the Publishing Services & Technologies group. Responsibilities include application development and support, systems and data integration, quality assurance and documentation, specifically: developing interfaces into and out of our XML-based content repository by developing XML DTD's and or Schemas and XSL Style sheets for print and Web; developing and supporting Microsoft Word and other templates based on user requirements; developing detailed design specifications based on high level designs; developing application programs based on detailed design specifications; developing and executing test plans; and developing user and technical documentation including, but not limited to user guides, administration guides and more. You should possess 2+ years' related experience. Desktop publishing and template development experience is important, as is a solid understanding of Word, Excel, and other Microsoft Office tools. XML a plus. Visual Basic, Microsoft Office Developer Suite, HTML. Java, Lotus Notes, SQL, XML, and Adobe Acrobat are pluses. A desire to learn is essential as are good communication skills and the ability to work directly with users. The successful candidate will be able to work with limited supervision.
Location: Framingham MA
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Functional Analyst (IDC)
IDC's Interactive Product and Services Department seeks a Senior Business Analyst who can help us define Interactive Product business requirements, translate them into technical specifications, and help us deliver consistently high quality applications. As a core member of the IP&S team, this person will be the lead interactive product business analysis for IDC's enterprise-wide Internet interactive products, such as IDCNet and IDC.com, as well as deliver business analysis services to IDC business units as a project consultant. The Senior Business Analyst will work as a core team member with the Viant team designing and implementing IDC's next-generation Internet presence. The Senior Business Analyst will play a leadership role in defining and developing IP&S' business analysis professional services and build processes and methodology to ensure consistently high quality products. Deliverables from the Senior Business Analyst include: business specifications, including current and future business process flows, gap analysis, benchmark studies, force-field analyses, risk management strategies, and cost/benefit analyses; and technical specifications, including use-cases, business rules, logical object models, QA plans, Support and Training plans, Storyboards, and Entity-Relationship diagrams. The ideal candidate will have 3+ years experience as a business analyst delivering Internet-based specifications, possess multidisciplinary experience in facilitation, technology, and creative design. Excellent communications and documentation skills are essential. Experience with Java, Lotus Notes, Oracle, and SQL Server are highly desired. College graduates preferred. *Location: Framingham MA*
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Technical Web Producer (IDC)
The Technical Web Producer will join our team of Web specialists to help create and maintain a premier web experience for IDC customers and visitors from around the world. Your experience and enjoyment of working with others across the organization will fit right in. The successful candidate will have a minimum of two years experience creating and posting web pages. In addition to extensive knowledge of HTML and experience with packages such as Dreamweaver and Photoshop, this position requires advanced technical skills including Javascript and SQL programming, other programming experience and project management skills a plus. The desire to collaborate with and mentor colleagues locally as well as world-wide will be key as well. *Location: Framingham MA*
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Executive Assistant, Vice President /Finance (IDG Corporate Support Center)
International Data Group is seeking a highly motivated, take charge professional to provide a high level of administrative support to the Vice President/Finance in Boston, MA. Responsibilities include general administrative support including preparation of presentations, coordinating travel and expense reports, handling all incoming and outgoing calls as well as other special projects. Candidate must be extremely organized, possess proven time management skills and have experience researching issues using the world wide web. Excellent written and verbal communication skills required. Ideal candidate will have 5 years of strong administration experience including excellent knowledge in the various MS office products and Lotus Notes. *Location: Boston MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Tax Accountant (IDG Corporate Support Group)

IDG's Corporate Support Group is searching for an experienced Tax Accountant to join the tax team. The individual in this position will be responsible for the preparation of the consolidated federal and state income tax returns as well as sales tax and other miscellaneous tax returns. This position will assist in the year end tax provision for the company's financial statement audit and contribute to ongoing tax planning and research projects. Candidate will also have the opportunity to assist with the federal, state income, and state sales tax audits. This is a fast paced, busy environment with the opportunity to gain experience in the different areas of corporate tax. Candidates must be detail oriented with the ability to stay focused in an area of constant change. A Bachelor's degree is required. 2-3 years of income tax experience is preferred. An accounting background is a plus. *Location: Framingham MA*
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-988-6832, Email: christine_moloney@idg.com

Art Director (InfoWorld)

Art Director needed to lead InfoWorld into twenty-first century look and feel that strongly positions publication as the indispensable guide for business computing. Ideal candidate will have 10 plus years of experience and a strong background with business publications. Position will report directly to Editor-in-chief and manage rapidly expanding art department staff that is at the core of all future editorial initiatives. *Location: San Mateo CA*
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: shirley_mcdaniel@IWP

Executive Editor (InfoWorld)

As Executive Editor of InfoWorld, this person will assume responsibilities for day-to-day operational management of InfoWorld and InfoWorld.com. This person will also work closely with the Editor-in-Chief to set the strategic direction of the publication and will need to coordinate resource allocation in conjunction with editors of other InfoWorld Media properties. The ideal candidate will have a minimum of 10 years of journalism experience, five years of management experience and a thorough understanding of the role applied technology plays in business settings. Salary is commensurate with experience. *Location: San Mateo CA*
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: shirley_mcdaniel@IWP

West Coast News Editor (InfoWorld)

InfoWorld is seeking a West Coast News Editor to help lead its news coverage both in print and online. Reporting to the Executive News Editor, and working in conjunction with the East Coast News Editor, the successful candidate will have a minimum of ten years experience in a breaking news environment, and strong managerial skills. Experience working on a magazine preferred. Duties include assigning and editing compelling news stories, building news packages for the print publication and online, coordinating efforts of section editors, and ensuring the continued high quality of InfoWorld's news coverage. In-depth knowledge of the IT market is essential, as is a strong understanding of how technology is reshaping business. *Location: San Mateo CA*
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: shirley_mcdaniel@IWP

Ad Traffic Coordinator (Industry Standard)

Our continued success has created an excellent opportunity in our Sales department for an Ad Traffic Coordinator. The Ad Traffic Coordinator will be responsible for trafficking all materials that The Industry Standard receives from advertisers. Other responsibilities will include tracking ad sales and positioning requests, generating revenue reports, processing insertion orders, and special analysis projects for sales management. The successful candidate must be proactive, with excellent communication, customer service, and time management skills. Experience with MS Office (Excel & Word) is required. Print advertising or publishing work experience preferred. *Location: San Francisco CA*
Contact: T. Lin, Fax: 415-617-1637, Phone: 415-733-5485, Email: Tommyl@thestandard.com

Internet Marketing Manager (ITworld.com)

ITworld.com seeks an Internet Marketing Manager to design and develop marketing plans to grow ITworld.com's vendor and editorial webcasts. You will be responsible for all aspects of the promotion of the webcast events including writing copy, working with sales and operations on creative content and reporting findings to Sr. management. The successful candidate must have a proven track record of successful marketing promotions. A strong knowledge of the internet and information technology is preferred in order to help shape the marketing direction of these events. A minimum of 5 years experience in marketing with heavy on-line emphasis is needed. Event seminar marketing experience is desirable. The ability to write effective copy and possess creative instincts is preferred. And finally the candidate must have a strong attention to detail, be well organized, and an excellent communicator. *Location: Southborough MA*
Contact: J. Davidson, Fax: 508-303-9788, Phone: 508-269-2964, Email: jobs@ITworld.com

Copy Editor (Network World)

Network World is looking for a copy editor with 1 ½ to 3 years previous experience to join an eight-member copy desk. Position involves reworking copy to improve grammar, as well as other standard copy-editing skills such as proofreading. Experience with QuarkXpress or other pagination software preferred. Many opportunities for career and personal growth and development, including bimonthly supplement project management, and weekly page layout and design. Copy editors have lots of interaction with other staffers (designers, writers and editors), so a candidate should be comfortable working on a team and enjoy working with people. Ability to work on tight deadlines important.
Location: Southborough MA
Contact: M. Brunaccini, Fax: 508-490-6454, Email: hotjobs@nww.com

Staff Writer (Network World)

Network World's dynamic editorial department is searching for a staff writer to join the editorial team. We are seeking individuals with 2 - 5 years of journalism experience interested in writing about the fast growing computer network industry. Writers would be expected to produce three to five stories per week for print/online publication. The location for this position is flexible. *Location: Flexible*
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Director of Event Business Development (Network World)

Join the growing Network World Seminar and Events Team. We have an exciting new opportunity - Director of Event Business Development. In this role you will be responsible for supporting content development for existing events and investigating and recommending a growth strategy for Network World's events business into new markets and new types of events that expand sponsor and attendee revenue opportunities. Primary focus will be to develop an online event strategy and implementation plan designed to generate revenue, profit for NW and marketing opportunities for our sponsors. Additional opportunities include assisting in international development of NW's event business, professional development programs and more. You will also be responsible for developing partnerships that help Network World expand in traditional and new event markets, and for identifying new speakers, new content areas, and potential new sponsors. Qualified candidates must have proven related new business development and a minimum of 5 years industry experience. Strong written and verbal communications are critical as there will be a need for indirect selling, consensus building, inter-department communication and project management. An aptitude to work independently will drive the success of this individual and their related projects. Travel is required. MBS, BA or equivalent.
Location: Southborough MA
Contact: M. Brunaccini, Fax: 508-490-6454, Email: hotjobs@nww.com

Sales Operations Manager (Network World)

This is a challenging opportunity for a highly motivated and organized individual to manage the Sales Operations of our San Mateo, CA Sales Office. Reporting to the Associate Publisher for the Western Regional, this individual will maintain all vendor relationships, oversee facility needs and office equipment including telephones, computers, faxes, and copiers. Individual will interface with Sales Assistants and Sales Staff assuring office efficiencies and maintaining supply inventory, maintaining key databases, media kits, direct marketing mailings, and prepare RFPs and sales presentations. Qualified candidates must have strong communication and organizational skills and be detailed oriented. Solid computer skills including data base management experience required. *Location: San Mateo CA*
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

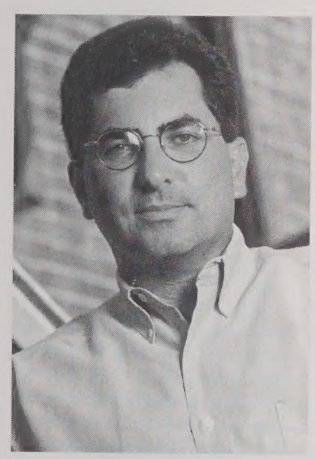
Account Representative (PC World)

PC World seeks a self-motivated team player to sell print and online in our Eastern Region. The Account Representative's primary responsibility is to develop and sell new business for the region and to attain monthly revenue goals for print and online. Candidate must be a self-starter and have strong selling and writing skills. The position requires 2-3 years of advertising sales experience, knowledge of the PC/internet industry, and a basic understanding of syndicated research. Position is predominately telephone sales with limited travel.
Location: Framingham MA, Paramus NJ (preferred)
Contact: D. Hampson, Fax: 415-267-4531, Phone: 415-978-3133, Email: duane_hampson@pcworld.com

executive Q and A

Barry Harrigan

The president and CEO of Publish Media LLC is this week's columnist.



"Our audience has evolved from 'implementers' to 'strategists,' and Publish has evolved to meet the increased information needs – and increased responsibilities – of this group. We are targeting VPs, directors and line managers who are in charge of strategy and execution of Internet communication initiatives."

Q What is the reason for this re-launch? Why now?

A We are in the midst of a publishing revolution. In March, AOL Founder Steve Case predicted, "the Internet will make every [enterprise] a publisher." We couldn't agree more. Internet publishing has transformed our vision for *Publish*. With our readers in mind, the focus of our magazine has evolved from desktop publishing and graphics communications to an expanded market encompassing the broadest meaning of the word "publishing" – namely, Internet publishing and all of the associated content, communication and technology elements.

With Y2K fears a distant memory, Fortune 500 companies are turning their attention – and budgets – to Internet communication initiatives. Internet communication professionals – those often straddling marketing, technology and customer intimacy initiatives – need a single publication to provide them with the tools and insight they need to guide them through their multiple roles and responsibilities in the emerging Internet communications space.

Q What's new? Who is your audience?

A Our audience has evolved from "implementers" to "strategists," and *Publish* has evolved to meet the increased information needs – and increased responsibilities – of this group. We are targeting VPs, directors and line managers who are in charge of strategy and execution of Internet communication initiatives. In short, we target those who are focused on the user experience of the customer. We have defined them as "Internet communication strategists."

We have redesigned the publication, introduced a new logo and editorial mission. We are focused on providing insight into the elements that make up the online user experience – including coverage of content, creative and the customer. New sections include coverage of topics such as asset management, collaboration, e-commerce and technology. We are covering the user experience from a business strategy perspective.

Q Can you further explain what an Internet communication strategist is?

A *Publish* targets a collaborative group made up of representatives from marketing, creative/design, technology and corporate management. This corporate "e-panel" charged with driving a company's Internet communications strategies or e-commerce objectives is defined by *Publish* as "Internet communication strategists." They often hold titles such as chief experience officer, and hold senior-level positions in marketing, content, design and information technology. These Internet professionals must manage marketing objectives, content issues, creative considerations, technological limitations and customer expectations to implement effective Inter-net communication strategies for their companies.

Q Aren't their needs being met by the new breed of New Economy publications?

A No. *Publish* bridges coverage of communications strategy and marketing technology. Unlike New Economy publications, *Publish* essentially offers a roadmap for organizing a team of marketing, technology and corporate staff in order to execute an e-commerce plan. Our readers, many of them senior-level marketing managers or members of cross-functional e-commerce teams, are not concerned about how productive a company is, they are worried about the user experience of their customer; the external forces on the company, not the experience of the internal audience.

Q How is *Publish* differentiated from other publications in IDG's portfolio?

A IDG magazines like *The Industry Standard* and *Darwin* are focused on business on the Internet. *CIO, Network World, InfoWorld* and *Computerworld* are focused on technology and the operations infrastructure. *Publish* is addressing the needs of a new category – Internet communications. E-commerce (initiatives that are touching the customer) has become the charter of the marketing team and cross-functional teams, not necessarily of the IT people. We target these cross-functional teams and complement the editorial of other IDG books.

Q Who are your competitors?

A I know this sounds unbelievable, but we don't really see any *direct* competitors on the horizon at this time. Indirect competitors/coverage include *Revolution Magazine,* Internet content-related coverage in *Business 2.0* and interactive-focused sections of books like *AdWeek* and *Advertising Age*. We are a communications magazine, not a marketing magazine, so we don't compete with the likes of Ad Age's *B-to-B* or *MC*.

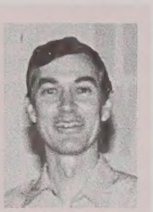
Q Is the publication currently profitable?

A Yes, it is.

Barry Harrigan may be reached at bharrigan@publish.com.

Chairman's Awards recognize managers for exceptional performance

Largest Dollar Operating Profit Increase for an IDG Business Unit (based on full-year forecast; business unit must be profitable in FY99 and FY00).



Kirk Campbell

IDC (U.S. and international): $6,801,000.

Highest Percentage Growth in Profits (based on full-year forecast; business unit must be profitable in FY99 and FY00.

Martin Taylor

IDG New Zealand: 42%.

Highest Growth in Event Revenues (based on full-year forecast).

Charlie Greco

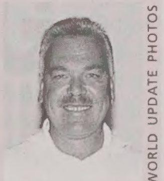
IDG World Expo (U.S.): $17,474,000.

Largest Dollar Increase in Profits per Employee (based on full-year forecast).

Evilee Thibeault

Network World: $15,963.

Largest Dollar Growth in Recruitment Revenue (based on full-year forecast).



WORLD UPDATE PHOTOS

Ralph Peter Rauchfuss

Computerwoche Verlag (Germany) $1,369,420.

IDG Chairman ***Pat McGovern*** *and President* ***Kelly Conlin*** *presented awards in 13 categories during last month's IDG Worldwide Managers Meeting. Excerpts from their remarks appear below.*

Chairman's Cup

Overall Management Excellence

Joe Levy, President and CEO, CXO Media

"This award is meant to honor managers who have a long track record of success, who have shown that they can manage in down markets as well as up markets, who have exemplified IDG's corporate values, who have all the qualities of a superb general manager.

Our winner is deserving of this award for many reasons, not least of which is his track record of success over 29 years at IDG. He never forgot that the customer comes first (he spends more time out of the office than in it); he never forgot to stop dreaming (he is bubbling with new ideas and is generous in sharing them); he never forgot that at IDG we help each other (he is always willing to help a colleague or pitch in on a challenge); he never forgot that creating new products is what it's about (he is responsible for $250 million of IDG revenue in the last 10 years) and, finally, he never forgot to focus on the value of shareholder value, and he never forgot to make his plan!"

Partner of the Year

Ian Levy, General Manager

Ediçoes Expansão Económica (Portugal)

Ian Levy

"Expansão became an IDG partner in 1997, taking over *Computerworld*, *PC World* and *Publish* from a previous publisher. In 1998 they pioneered targeted electronic newsletters to the readerships of each publication. In 1999 they expanded their IT offerings with *Dealer World* and *Network World*. They have surrounded each customer base with publications, newsletters, directories, awards programs, books, trade shows and Web sites. Since 1997 the company has enjoyed a stunning 957% growth and today is the fastest growing specialized media company in Portugal."

Entrepreneur of the Year

John Battelle, President and CEO

Standard Media International

John Battelle

"Our Entrepreneur of the Year exemplifies all that we look for in IDG entrepreneurs: passionate advocacy for a market, a relentless focus on serving a particular market segment, a bristling energy to try new things and a capacity to grow the business in new and creative ways.

The entrepreneur we honor started a new product [*The Industry Standard*] against all odds. Most publications targeting this market had failed. Many industry insiders were skeptical. But one of the qualities of entrepreneurs is that they believe — they believe passionately. The entrepreneur we honor tonight, has continuously innovated new ways of serving the market, with an unerring sense of continuously raising the bar, of building, brick by brick and click by click, a media company for the 21st century."

Decennial Growth Award

John Kilcullen, President & CEO

IDG Books Worldwide

John Kilcullen

IDG WORLD UPDATE PHOTOS

"This being the year 2000, we have a unique opportunity to look back at the decade just passed to recognize the business unit that has been responsible for the greatest amount of growth for IDG. Our winner exemplifies the spirit of change and growth at IDG. Change because he entered a market that many said was tired. Low growth. Bad economics. Few odds of success. And he turned that market upside down, through grit and stamina and enthusiasm — through the sheer force of his personality and evangelism. And growth because this business unit has cumulative revenue this decade of $1 billion dollars. Our Decennial Growth Award goes to the incomparable **John Kilcullen**." WU

Highest Growth in E-Mail Marketing Revenue

Deb Goldstein

IDG List Services, the market leader in e-mail and IT lists, posted e-mail revenue gains up 146.2% from FY99 actual revenues. The business unit will soon be the first list company to unite postal and e-mail marketing to the direct response community.

Highest Percent Over Plan Performance for Web Site Visits and Unique Visitors

Paul Molenaar

IDG Netherlands: visits up 369% and unique visitors up $159%.

Highest Percent Over Plan Performance for a Publication (based on full-year forecast)

Chen Mei

Network World China (777%).

Highest Growth in Advertising Impressions

York von Heimburg

WORLD UPDATE PHOTOS

IDG Magazine Verlag (Germany): 86,007,814.

Launch tip, learning budget, sponsor deals are among Great Ideas

Prior to each Worldwide Managers Meeting, IDG's business unit leaders are asked to submit one great idea that their companies have executed. A dozen managers presented their case studies at the meeting; three excerpts appear below. All the great ideas are available to business unit presidents via the meeting site on IDG Central (http://idgcentral.com).

Simultaneous sponsor pitch

We previously negotiated all the sponsorship deals for The Webby Awards individually. For this past year's awards, we rented a theater and pitched to 70 of our past and potential sponsors simultaneously. The aim was to create buzz, exclusivity and community among the sponsors. Everyone invited was granted a 30-day price break from the regular sponsorship rates. We found that sponsors who had worked with us before encouraged the potential sponsors to participate, telling them how great it was to be associated with The Webby Awards. Bidding wars actually happened, and some of the sponsorship prices went up 300%. We sold the highest-priced packages in 1/10th of the time compared to last year.

– Tiffany Shlain, president
The Webby Awards

Learning allowance

We found that there was little correlation between how much we spend on training and how the staff rated training opportunities on the annual employee survey. Our goal was to create a culture that values continual learning and knowledge-sharing among colleagues. We gave each employee US$250 to use as they see fit for personal enrichment (books, magazine subscriptions, software for home PCs, art and language classes, and more). This funding is in addition to the standard corporate training budget. Employee keep whatever they purchase for training, and some additional money is available if needed. The funds are granted on a "use it or lose it" basis during the year. The results: we boosted the satisfaction rating on the training portion of the 1999 employee survey from 61% to 83%. We will double next year's allowance for staff who have spent more than 75% of their allowances the past two years.

– Martin Taylor, managing director
IDG New Zealand

Create a "magashure" for publication launch

When we were preparing to launch *Darwin* earlier this year, we wanted to give customers a realistic look at this new product. We created a "magashure" – a combination of a magazine and a brochure. Within one convenient package (16 pages plus covers), we had a sample Table of Contents, a letter from the editor, several columns that would be included in the first publication, an editorial calendar and a rate card. We also included some sample ads from companies that we wanted to advertise in *Darwin*, and those customers did sign on! We had $8 million in insertion orders after just three months and $1 million in net ad revenue in the first issue.

– Joe Levy, president & CEO
CXO Media

Publish

continued from page 1

grate Internet communications into existing business strategies. Upcoming issue highlights include: "Customer Service on the Net," "Battle of the Brands," "E-marketing @ Cisco," "The ABCs of ASPs," "WAP for the Masses" and "Viral Marketing."

Publish will address specific Internet communication themes related to e-marketing, content and site operations. New sections and areas of focus launching this quarter include:

Mindshare: *Publish* helps communicators through the entire brand management process: from positioning the brand and customizing the message to building a community rich with content.

Site design: *Publish* keeps readers on top of the latest site design strategies to maximize user experience through analysis, critiques and commentary.

Collaboration: *Publish* profiles the heroes and heroines who built effective Web teams — and lived to talk about it.

Building traffic: Meet the professionals who have formulated clever, traffic-building strategies that have generated record-breaking numbers of visitors to their sites.

Speed: *Publish* offers analysis, opinions and feature articles to provide the latest information on the systems and technologies that can ignite a company's growth and streamline content distribution.

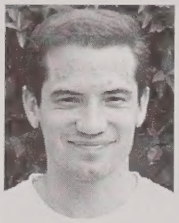
Publish curently has a monthly circulation of 100,000, both paid and controlled.

For more information contact Barry Harrigan at bharrigan@publish.com or Vice President and General Manager **Johanna Rivard** at jrivard@publish.com.

WU

noteworthy people

Bailey


Hutson

Casey

Motta

Goddard

Frappier

IDG WORLD UPDATE PHOTOS

Promotions

InfoWorld Account Executive **Aaron Gallagher** has been promoted to district sales manager. "Time, devotion, loyalty and account knowledge are behind Aaron's promotion," said **Steve Martin**, director, Northeast. "Aaron has increased his territory revenue by 91% during the past year and developed 15 new accounts for InfoWorld print, on-line and CTO Forum. His time had come!"

There have been two promotions in PC World's Technology Group. Senior Application Developer **Newton Bailey** and Senior Application Developer **Jim Hutson** are now senior software engineer and lead software engineer, respectively. "Newt's been the main driving force in building the new back end system that powers our redesigned Web site," said PCW Vice President and CIO **Henri Froissart**. "Jim has taken on single-handedly most of the code that generates the new HTML pages. "It's been an intense past few months for everyone in the Technology group, and the challenges ahead are going to keep everyone here busy, but I'm confident that with Newt and Jim spearheading our development efforts, everyone will be mighty proud of the new *PC World* site."

IDC Senior Account Executive **Bill Casey** has been promoted to sales manager, Global Enterprise Advisory sales team. "Bill has been instrumental in leading the charge into the new world of E-Business," said Vice President, Global Enterprise Advisory Sales, **Jim Farley**. "He has been focusing on the brick-and-mortar [firms] along with dot-coms in selling our new e-Business services. Bill has brought in over $1,200,000 of new business in his own territory this year and took AOL from $70,000 to $340,000 in two months. Bill will end the year at approximately 185% of plan."

IDC Sales Manager **Kevin Dunne** is now sales director, Global Enterprise Advisory sales team. "Kevin has been with us for two years, focusing on industrial and financial firms," said Jim Farley, vice president, Global Enterprise Advisory Sales. "He has done a great job in managing a very large account base of over 100 accounts. He brought in more than $1,700,000 of new business in his own New York territory this year, doubled our business with IDG and will end the year at 141% of plan."

New employees

A recent graduate of Boston University's M.B.A. program, **Renato Motta** is now Latin American consultant, Services Industry, with IDC Framingham. He also holds a degree in civil engineering from Federal University of Rio De Janeiro in Brazil. In his free time he enjoys soccer, tennis and cooking.

Previously an account manager with Dell Computer's Business Alliance Sales division, **Tom Reilly** is now a senior account executive with IDC Texas' e-Business group. He holds a B.A. in radio, television and film from the University of Texas/Austin, like to golf, water ski, and hunt and recently bought his first house.

IDC West in Mountain View, Calif., has hired **Joe Bekas** as senior account executive. He was previously a channel reseller manager with Xerox Corp. He holds a B.S. in business management from the University of San Francisco and an M.A. in business administration from the University of Redlands in Redlands, Calif.

Senior Client Service Representative **Rebecca Pardo** joins IDC West in Mountain View, Calif., from Contour Computer Services, Inc., where she was office manager and was named Employee of the Month. She has studied business, accounting, and law. She enjoys softball, attending her daughter's gymnastic competitions and "raising four beautiful and healthy children."

Previously a territory manager with Via Systems, **Julia Smith** is now an account executive with IDC West in Mountain View, Calif. She earned an associate's degree from Evergreen College in Olympia, Wash. When not planning her upcoming wedding, she enjoys gardening, fitness and cooking.

Previously a Ph.D. candidate and instructor of Western Civilization at the University of Kansas, **J. Tod Ormsbee**, joins *InfoWorld* as a copy editor. He holds a B.A. in English from Brigham Young University in Provo, Utah, an M.A. in American studies from the University of Kansas and is currently writing his Ph.D. dissertation in American studies, having passed his doctoral exams with honors. When not working on his dissertation he enjoys hiking and playing in tidal pools.

Paul Goddard has joined CXO Media in Framingham, Mass., as a user services specialist. He was most recently a contractor for Softworld, working with National Grid in the Westborough area. Paul graduated from the information systems program at Sylvania Tech (now Wentworth Technical School) in Lexington, Mass. Outside the office he enjoys traveling and going to museums.

Also at CXO Media, **Jonathan Frappier** has been hired as a user support specialist. He previously was an assistant manager at OfficeMax. Jon has an associate's degree in MIS from Newbury College in Boston. In his spare time, though an admitted "certified couch potato," he also finds time for camping and biking.

Returning employees

Dot Allen returns to her role as vice president of consulting at IDC West in Mountain View, Calif., after a stint as market development manager with The EC Company.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Nora Hörmann *IDG Germany*

22

Helga Biesel *IDG Germany*

20

Maria del Carmen Doehler *IDG Germany*

19

David Brown *IDC*
Karin Giffhorn *IDG Germany*

18

Nilcimar Laino Oliveira *IDG Brazil*

16

Anton Paunert *IDG Germany*
Ingrid Holzbauer *IDG Germany*

15

arol Spach *CXO Media*
Heiderose Witte *IDG Germany*

14

Cheryl Podda *IDG Australia*

12

Doreen Ferguson *IDG*

11

Marcio Luiz Lopes *IDG Brazil*
Christoph Witte *IDG Germany*
Mario Toffoletti *IDG Italy*

10

Gloria Maria Teixeira da Cunha *IDG Brazil*
Claudia Viera da Silva *IDG Brazil*
Katalin László *IDG Hungary*
Wilson Wan *IDC China*
Gerhard Holzwart *IDG Germany*
Hans Hausner *IDG Germany*
Amy Bartulis *InfoWorld*

9

Jose Luis Palacios *IDG Spain*
Darren Whiteman *IDG U.K.*
ritt Kardel Hetting *IDG Denmark*
Ines Mühlbauer *IDG Germany*
Stephan Scherzer *IDG Germany*
Stefan Ueberhorst *IDG Germany*
Martin LaMonica *InfoWorld*

8

Pedro Rodrigues da Costa *IDG Brazil*
Toshiro Nishihara *IDG Japan*
Mike Oughton *IDG New Zealand*
Jürgen Hill *IDG Germany*
Iris Müller *IDG Germany*
Matthias Zimmermann *IDG Germany*
Dawn Kezer *InfoWorld*
Antoinette May *IDC*
Bruce Davidson *IDC*
Robert Peyton *IDC*

7

Mirko Lukacs *IDC Benelux*
Stanley Peck *IDC Canada*
Edith Höllersberger *IDG Germany*
Michael Freter *IDG Germany*
Peter Mayer *InfoWorld*

6

Emily Berman *IDG Research Services*
Marcelo Leite Augusto *IDG Brazil*
Patricia Duhl *IDC*
Dorte Toft *IDG Denmark*
Claus Krogh *IDG Denmark*
Robert Steindl *IDG Germany*
Wolfgang Sommergut *IDG Germany*
Kerstin Lohr *IDG Germany*
Margarete Kuther *IDG Germany*
Sabine Bünning *IDG Germany*
Roberta Prandini *IDG Italy*
Deborah Vilella *IDG Italy*

5

Gail Edgett *IDG*
Lisa Brown *CXO Media*
Piotr Heine *IDG Poland*
Karen Battley *IDG Global Solutions*
Hiroshi Wada *IDC Japan*
Magnus Agnwik *IDG Sweden*
Iván Seres *IDG Hungary*
Laura Ferrero *IDG Spain*
Alexander Dankesreiter *IDG Germany*
Heidi Schwab *IDG Germany*

4

James Barrett *CXO Media*
Alberto Nobuo Kaduoka *IDG Brazil*
Karl Görlach *IDG Austria*
Miguel Gomez *IDG Spain*
Esperanza Rojo *IDG Spain*
Maria Luisa Gijon *IDG Spain*
Alejandro Garcia *IDG Spain*
Kate Price-Thomas *PC Advisor*
Robin Morris *PC Advisor*
Karen Seriguchi *ITworld.com*
Linda Djurhuus *IDG Denmark*
Ursula Nehring *IDG Germany*
Natasha Sum *Computerworld Singapore*
Mauro Buccola *IDG Italy*
Gioja Fabrizio *IDG Italy*

3

Karina Gentille *IDG Brazil*
Secil Pirim *Macworld Turkey*
Kiyotaka Beppu *IDG Japan*
Michito Kimura *IDC Japan*
Margarete Zeitler *IDG Austria*
Eva Sandner *IDG Denmark*
Bea Fülle *IDG Germany*
Frank Niemann *IDG Germany*
Connie Yip *IDG Hong Kong*
Mitchell Rose *IDC*

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Kathleen Moran *IDG World Expo*
Ellen Romanow *CXO Media*
Nobuo Toyoshima *IDG Japan*
Joanne Wagner *ITworld.com*
Justin Truong *ITworld.com*
Brian Skinner *IDC Canada*
Jordan Worth *IDC Canada*
Györgyi Kun *IDG Hungary*
Gyula Papp *IDG Hungary*
Sarolta Rátóti *IDG Hungary*
Thomas Pihatsch *IDG Austria*
Jörg Kilgus *IDG Austria*
Nelly Sam *IDC U.K.*
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Gina Tan *IDC Singapore*
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Henrik Sonne *IDG Denmark*
Ervin Hansen *IDG Denmark*
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Hans-Jürgen Humbert *IDG Germany*
Marie-Luise Bayha *IDG Germany*
Michael Schmelzle *IDG Germany*
Christian Helmiss *IDG Germany*
Alexander Bauer *IDG Germany*
Walter Reindl *IDG Germany*
Ingrid Breitenberger *IDG Germany*
Janice Levelton *Laurentian TechnoMedia*
Michela Fioroni *IDG Italy*
Regina Marie Adams *IDC*
Sara Fitzgerald *IDC*
Tom Valovic *IDC*
Bruce Atlas *IDC*
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Germana Venancio *IDG Brazil*
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Adelbert Gillen *IDC*
Frank Perez *IDC*
Rebecca Wilson *IDC*
Mark Ruckman *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

Name
Rex Farrance

Home
Pittsburg, Calif.

Joined IDG
June 17, 1987, as an administrative assistant at *Macworld*.

Career path
Left *Macworld* to become an editorial assistant at *PC World*, then assistant editor, associate editor, senior associate editor, senior online reviews editor, senior technical editor (mostly for PCWorld.com).

Most challenging part of your job
Dealing with technical problems that may come up in an article when the author responsible may not be available — and the control editor may not know the answer. The time scale involved in Web publishing often doesn't allow extra days (or even hours) for queries and research. At the same time, we need to be as fair and accurate as we would in print.

Best part of your job
Contributing to a top-notch publication! Whether it's adding essential information that makes a review hit the sweet spot or removing a technical misunderstanding that would misinform our readers and make us appear inept, technical editors perform an essential service. Our bottom-line function is as a safety net, but often, we also quietly enhance articles in the technical editing process.

Career highlights
Learning the ropes at *PC World*. Starting as an editorial assistant and working my way up to senior editor. Along the way I got the broadest possible grounding in what it takes to put out great editorial. Being one of the founding editors of the *PC World*'s Top 20 section, which ultimately grew into our Top 100. Becoming senior online reviews editor for PC World.com and planning and instituting new ongoing monthly reviews for Top 10 Graphics Boards for Gamers, Top 10 Scanners, and Top 5 CD-RW drives. Becoming senior technical editor for PC World.com.

What's kept you at IDG for 10 years?
IDG is simply the best company that I could find to work for. Other opportunities have come along, but I'm very committed to the vision of Pat McGovern and IDG. Unlike other companies that seem to have a hard time defining themselves, reinventing their purpose to match the latest fad, IDG remains consistent and committed to its underlying goals. At the same time, IDG is ready to try something new — as long as it fits the founding principles.

*IDG Chairman **Pat McGovern** (left) escorts PC World's **Rex Farrance** to dinner in honor of his 10-year anniversary with IDG.*

Interests outside the office
Meditation, weight training, running, guitar playing, song writing, outdoor and wilderness sports.

Family
My wife Lenore and children: Ananda, 29; Kavita, 25; Aurora, 20; Sterling, 13. Grandchildren: Julian, 5; Shawn, 1.

Five people — living or dead — you'd invite to dinner?
Thomas Jefferson, Babe Ruth, Joe Montana, Swami Guru Prasad, Swami Janardan Paramahansa.

What is the last good deed you did?
I believe that the tales of good deeds are better left untold. I do them whenever I can, take them to my heart, and let them fly away. That way, they're pure joy.

As a kid, what did you want to be when you grew up?
Pilot, cowboy, mountain man, baseball player.

If you won the lottery tomorrow, you would
Continue working for *PC World*. Discharge all personal and family debts. Ensure a comfortable retirement. Help build a larger temple at my Yoga Ashram. Help my children to buy houses.

Manager's profile
"The technical editors are the heart of *PC World*'s editorial staff, and Rex has been one of our best. He was the point person on tech edit for the online staff, and now moves back and forth between print and online since the recent consolidation of those two staffs. So both the Web site and the magazine benefit from Rex's keen efforts to stamp out vagueness and inaccuracy."

— Kevin McKean, editorial director, PC World

and finally.

Dates set for North American Online Meeting

IDG's newly relaunched Global Web Support Center will convene its first North American Online Meeting Oct. 30-Nov. 1 at the Grand Hyatt in San Francisco. The meeting is open to IDG employees involved in any online activities, including editorial, sales/marketing, business development and technical development.

Check the GWSC site (www.supportcenter.com) for details on the evolving agenda and travel details.

For more information contact GWSC Executive Editor **Lisa van der Kamp** at IDG Netherlands (lisa_van_der_kamp@idg.com, tel: +31-23-546-1111).

IDG WorldUpdate

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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WWW.IDGWORLDUPDATE.COM

Internet Commerce Expo makes European debut

The first Internet Commerce Expo (ICe) in Europe drew more than 8,000 attendees and 164 exhibitors to the Düsseldorf Trade Fair grounds in Germany Sept. 19-21. Munich-based IDG World Expo GmbH produced ICe in cooperation with IDG's German publishing companies.

ICe INTERNET COMMERCE EXPO

*ICe Managing Director **Gunnar Kuechler** (left) and IDG Magazine Verlag Managing Director **York von Heimburg** collaborated to make ICe Düsseldorf a success.*

"We brought the right people together and gave them a comprehensive information forum," said ICe Managing Director **Gunnar Kuechler**. "This event was not just an isolated reunion of IT specialists but rather a gathering place for decision makers from a wide range of industries and the providers of specific e-business solutions." A total of 97% of attendees said they were satisfied with their visit to ICe.

More than half of the attendees were from small and medium-sized enterprises, and exhibitors were pleased with the mix of attendees. Stefan Weber of Freelance Job described the fair's scope as "a lot of class, not mass."

The conference portion of ICe, called komm–the eCongress 2000, explored current developments and trends in online-related marketing, strategy and technology and drew more than 900 participants. The conference was a partnership between IDG and Musik Komm, a company that produces annual conferences on digital market management, online advertising, media finance and e-strategy. Musik

continued on page 4

Vietnam expo reflects growth of local IT market

The fifth Vietnam Computerworld Expo once again confirmed its status as the country's largest annual IT exhibition and conference, drawing 80,000 visitors and 76 exhibitors (152 booths) to the Ho Chi Minh City International Exhibition Convention Centre Sept. 6-9. This year's focus was on e-commerce and software development.

VIETNAM
COMPUTERWORLD
EXPO 2000

IDG World Expo/Asia and the Ho Chi Minh City Computer Association collaborated as the prime organizers of the event; the Vietnam Chamber of Commerce and Industry was the co-organizer. For the first time, Vietnam Computerworld Expo ran in conjunction with Vietnam IT Week, an additional conference-related component that had previously operated as two separate IT events run by the country's two largest IT associations.

Intel, Dell, HP, Quantum and Seagate were among the 20 multinational companies participating, while local exhibitors included joint-venture companies producing hardware components (Samsung) as well as domestics hardware and software companies.

Since Vietnam's entrance into the world software market in 1994, there has been an increasing number of local software firms develop-

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Employee update

IDG Briefing Sessions will update U.S. employees on FY2000 performance and plans for FY2001. See page 2 for details.

in brief

The envelope please...winners named in 2001 photo calendar contest

It was a tough job, but somebody had to do it! A group of 11 employees representing IDC Canada and IDG's Canadian publishing partner, Laurentian Technomedia, gathered last week in Toronto to select their 12 favorite photos submitted by IDG employees worldwide in the 2001 IDG Employee Photo Calendar contest.

MICHAEL HOWE

Judges for this year's calendar pour over some of the more than 250 entries in this year's contest. (Counterclockwise from front left): ***Tony Olvet,*** IDC; ***Kathryn De Carlo***, *IDC;* ***Poonam Khanna,*** *Computerworld Canada;* ***George Bulat***, *IDC Canada;* ***Irena Gorian,*** *Laurentian Technomedia;* ***Penny McConnell***, IDC; ***Sherryl Lindsay,*** *Laurentian Technomedia;* ***Penny Winn,*** *IDG World Update;* ***Michael O'Neil***, *IDC Canada;* ***Phil Almeida***, *ITworld Canada; and* ***Chris Conrath***, *Computerworld Canada. Not pictured:* ***Michael Howe***, *IDC.*

With more than 250 entries received this year, the judges' job was a most difficult one. More than one judge was heard to bemoan the fact that there are just 12 months in a year. So, to the winners below: Congratulations! To everyone who entered: thank you and keep shooting!

The 2001 calendars will be distributed to IDG offices worldwide in mid-December.

First place: **Gary Anthes**, *Computerworld*
Second place: **Brett Eilers**, *PC World*
Third place: **Peter Gedei**, *Monitor Magazine* (Slovenia)
Mathew Schwartz, *Computerworld*
Ethan Howe, *GamePro Online*
Tom Heine, *IDG Books*
Brooke Galloway, *IDC Australia*
Geoffrey Dutton, *IDC*
Magda Zabala, *IDG Spain*
Ned May, *IDC*
Adam Jadczak, *Computerworld Poland*
Michele Thomas, *GamePro* WU

Briefings will update U.S. employees on IDG's FY00 results, future plans

IDG employees in the Framingham, Mass., San Francisco and San Mateo, Calif., areas are invited to attend one of three "IDG Briefing Sessions" being held within the next two weeks. Presented by IDG President and CEO **Kelly Conlin**, the agenda for these briefing sessions will include a review of the fiscal year just completed and a preview of the upcoming year for IDG, including IDG's key global growth strategies. A Q & A session will follow the presentation.

Each session will last approximately 90 minutes.

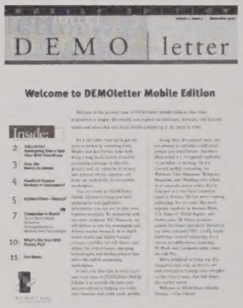
Framingham, Mass., Oct. 12
9:00 a.m. at the Holiday Inn Crowne Plaza Hotel in Framingham, Mass., in the Hampton Ballroom. A continental breakfast will be available starting at 8:00 a.m.

San Francisco, Oct. 19
9:00 a.m. at the San Francisco Marriott Hotel, 55 Fourth Street (between market and Mission) in the Golden Gate A1&2 Ballroom. A continental breakfast will be available starting at 8:00 a.m.

San Mateo, Calif., Oct. 19
12:00 noon in InfoWorld's 1st floor conference area, 155 Bovet Rd. WU

IDG Executive Forums launches *DEMOletter Mobile Edition*

IDG Executive Forums used its second annual DemoMobile conference, held last month in Pasadena, Calif., as the launching pad for its new monthly *DEMOletter Mobile Edition*. Developed for executives in the mobile computing market, the newsletter's mission is to provide information that readers can use to plan and implement their business strategies.



DEMO letter

Welcome to DEMOletter Mobile Edition

Inside:

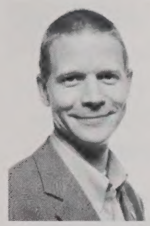
Editor **Jim Forbes** and Publisher **Chris Shipley** will head a team of experts, journalists and analysts who will discuss the critical issues, emerging technologies and leading players that affect the mobile computing marketplace. Coverage will include in-depth trend perspectives, company profiles, product reviews, case studies and market research supplied by IDC.

Among the articles in the premiere issue are Forbes' review, "Handspring Sets a New Pace With VisorPhone," four company profiles including that of modo manufacturer Scout Electromedia, and Shipley's perspective on the ups and downs of venture investing in "Stop the Merry-Go-Round." For a complimentary copy, or more information on *DEMOletter Mobile Edition*, call Managing Editor **Ruth Ann Gardner** at 650-286-2704, ruth@idgexecforums.com.

The annual DEMO and DEMOmobile conferences focus on emerging technologies and new products that are selected by executive producers Chris Shipley and Jim Forbes from across the spectrum of the personal technology marketplace. Top executives from the leading hardware and software technology companies, venture capitalists, journalists from key industry publications and industry analysts attend the DEMO and DEMOmobile conferences to preview the most promising products and technologies for the coming year. Last month's DemoMobile conference, which featured products from 37 wireless and mobile technology vendors, drew nearly 600 attendees. For more information, visit www.demo.com. WU

primer back to basics

Editorial



Nicklas Mattsson is chief knowledge officer at IDG Sweden, responsible for editorial development and training. In addition, he oversees IDG Sweden's Publishing School. A 10-year veteran of the company, Mattsson has previously served as editor-in-chief of both *Macworld* and *Internetworld*. He may be reached at nicklas@iwred.idg.se.

Terms of the trade

TOC: table of contents. The place to help the reader get an overview of the publication (often a spread). Consider it an advertisement for the editorial content, together with the cover and the "Next issue" page.

Ad/edit ratio: The relationship between editorial pages and advertising pages in a publication. Different countries have different measures of what is "the best " ratio. In Sweden 50/50 is considered the average, in the U.S. 60 percent ads and 40 percent editorial is considered average.

Legend: The short text that accompanies photographs or illustrations, also called caption.

Introduction: The text that starts off the article, often placed somewhere between the headline and the beginning of the body text.

Copy: The actual text or the manuscript that reporters file at — or hopefully before — deadline.

Imposition: The document used to plan the whole publication, the pagination, where ads reside and where editorial content resides. If the publication is printed in sections the imposition shows how the sections (called sheets) are divided.

Deadline: If you don't know already, don't enter the publishing business.

Q How is a typical editorial department set up?

A In Europe, where the audiences are smaller and the advertising dollars aren't as green as in other places, a typical monthly magazine has an editor-in-chief who oftens has to write stories as well as manage the editorial staff and content, some sort of technical editor and a news and/or copy editor. In Sweden, our editorial staffs have grown the last few years thanks to a prospering IT industry and media boom. The typical staff for a monthly magazine is today four to five people, with editor-in-chief, news editor, technical editor, copy editor and another functional type of editor/journalist.

Nowadays we consider the art director and layout staff to be editorial staff (at a smaller publication art director and layout staff is the same person). Their job is journalistic, but their language is form.

It is possible to publish magazines with just one editor and freelance material, but in terms of quality and continuity it seldom makes either readers or advertisers jump up and down with excitement. Magazines of that sort always seem to lack the soul that a good magazine or newspaper has. That soul comes from the passion of the editorial staff as well as from communication between the staff as a whole, from publisher on down.

Q What is the role of the publisher?

A Good question! Publishers did not exist in Sweden until a few years ago. The publisher was then the CEO for a publishing operation. In Sweden, publishers tend to be recruited among editors and then given the role of external "ambassador" for the publication. In the U.S., publishers seem to be recruited from the business side of publishing operations but function in the same type of role. A good publisher is a bridge between editorial and marketing/sales, understanding both sides and helping them work together. Having control over words is as important as having control over numbers; making them dance together makes successful publishing.

Q How do small editorial departments manage to produce quality?

A High-quality magazines produced with small staffs need to put a priority on excellence as early as possible in the editorial processes. Evaluating the idea for an article by testing it in the real world can save a lot of time for both reporter and editor (a few phone calls can make all the difference). A vital part of small staff success is communication and for the editor to coach the writers/staff. Writers need feedback, and a good editor knows how to coach writers to ensure that, at deadline, they send in a well-written and interesting story.

Q What makes an outstanding journalist?

A Sensitivity — being able to listen to people and what they say, to find the golden nuggets in a conversation and make news out of them. And being able to feel tension or hesitation in other people can help you find the right way to a story.

Flexibility — having an open mind and being able to see that an interview intended for one article actually can result in two or three stories.

And then stubbornness — a good reporter does not give up, even when the odds seem really bad. I'll probably get kicked in the shins for this, but good journalists tend to share the same qualities you find in good sales people, except that the journalist doesn't have to wear a suit. But when suits help in the process of gathering information — a good journalist uses both suit and tie.

I always admire reporters who pose open questions, questions that can't be answered with yes, no or a well-learned corporate message statement. Reporters that pose questions like "but what is the problem?" often succeed in getting the best stories since open questions make the interviewee feel comfortable and answer in new ways. When the "media filter" is turned off, you get good interviews.

Q What common challenges do journalists face?

A Finding the relevancy of the material to the target reader. This is one of the hardest parts of the job for journalists as well as editors. Journalism schools tend to focus on producing newspaper reporters. That's all well, but the target reader at a newspaper is often a much more blurry figure than, for example, the target reader for *Network World*. Discussing the target readers and their needs must be on the top of the agenda for journalists.

Another issue is education. Journalists must be encouraged to develop their skills, both their journalistic skills — writing creatively, developing interview techniques and evaluating sources — and their knowledge of the subject they write about. And, of course, this is just as important to editors and other editorial management. Editors decide what goes in the paper and their knowledge about the world has to be refreshed constantly to serve the readers.

Don't ever forget the reader.

Vietnam Computerworld Expo

continued from page 1

ing software for the local market and subcontracting for foreign companies. The government of Vietnam recently announced a host of incentive policies to encourage an already booming software development sector, and CW Expo's three-day conference featured six workshops on those new strategies.

LỄ CÔNG NGHỆ THÔNG TIN VIỆT NAM 2000 & VIETNAM COMPUTERWORLD EXPO 2000
VIETNAM COMPUTERWORLD EXPO 2000
intel
Quantum
Seagate
IDG
extramedia
VDC

Opening the fifth Vietnam Computerworld Expo are (L-R): ***Gary Fung****, managing director, IDG World Expo/Asia; Dao Duy Chu, vice president, Vietnam Chamber of Commerce and Industry; Chu Hao, vice minister, Ministry of Science, Technology and Environment; Tran Ngoc Con, vice chairman, Ho Chi Minh City People Committee;* ***Dr. Nguyen Trong****, chairman, Ho Chi Minh City Computer Association, and publisher of PC World Vietnam.*

With an aggressive educational program, which includes seven major computer science departments within the national universities, the number of software programmers is expected to rise from 600 to 2,000 by 2002. IDC predicts that the Vietnam software market will have a turnover of US$50 million this year, up from US$21.7 million last year.

PC World Vietnam, the leading IT publication in Vietnam with a circulation of 40,000 and a readership of more than 160,000, was the official publication for VCW2000. It published a show preview issue a month before the exhibition and featured a show review in the October issue. **Dr. Nguyen Trong**, chairman of the HCMC Computer Association, is also publisher of *PC World Vietnam*.

Although IDG does not have a *Computerworld* title in the market, when IDG estabiished the expo in 1996 the name *Computerworld* was used to reflect the broad-based IT event.

For more information contact **Le Thanh Tam**, chief representative of IDG Asia Inc. in Vietnam, at tam_le@idgvietnam.com or go to www.idgvietnam.com.

ICe

continued from page 1

Komm's Internet congresses are well-established in central Europe, according to ICe Project Manager **Daniel Pein,** and the e-Congress will be another link in their track record of success.

IDG World Expo/Munich chose to locate ICe in Düsseldorf in part because of its geographic reach: more than 50 million people in the Netherlands, Belgium, Luxembourg and Germany live within 200 km of the city. It is also near Musik Komm's home base of Cologne.

In addition to ICe, IDG World Expo/Munich produces ComNet Prague and, in conjunction with Messe Düsseldorf, serves as the strategic partner for digiMedia, which will be held in Düsseldorf June 20-23, 2001.

For more information contact Gunnar Kuechler at gkuechler@ksmesse.de or go to www.iceexpo.de. Next year's ICe Düsseldorf will be held Nov. 12-14, 2001.

Careers at ICe

COMPUTERWOCHE
JOBS&KARRIERE
Egal woher sie kommen...

A job-seeker reviews employment opportunities at the Computerwoche-sponsored careers area.

The *Computerwoche* Jobs & Karriere area at ICe was the latest installment of the business unit's longtime, highly successful job-fair-within-a-show . Companies rent booth space within the area and use it for interviews, company presentations, job-hunting tips and more. When *Computerwoche* held its first fair in 1998 it attracted 23 exhibitors; this year there will be 140 exhibitors at the career area at Systems 2000.

The concept has been "a great way to make money [profit margins exceed 50%], get visibility and create communities," said Computerwoche Verlag Managing Director **Ralph Peter Rauchfuss**. In June *Computerwoche* condensed the concept into a truck that traveled to university campuses throughout Germany. Sponsors such as Compaq, Anderson Consulting and Agilent held interviews and distributed company materials to thousands of engineering students.

IDG Corporate Boviard STAR AWARD Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

Awards are presented twice a year. A maximum of three awards are given.

Who Can Be Nominated?
All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, vice president, corporate controller and treasurer; Jayne Enos, vice president, corporate taxes; and Patty Reilly, VP, Human Resources Services Division.

IDG Corporate Accounting
IDG Corporate Support Center
(Chairman's Office, President's Office)
IDG Global Solutions
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax & Legal

IDG Human Resources
IDG Information Services
IDG List Services
IDG Research Services
IDG International Publishing Services
(G&A, Licensing, IDG News Service,
IDG World Update)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by Nov. 10, 2000.
Please use form on reverse side.

IDG Corporate Boviard STAR AWARD Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be published in the *IDG World Update*.

Employee Name: ______________________________

Title: ______________________________

Department: ______________________________

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

Nominated by: ______________________ Date: __________

Title: ______________________________

ALL nominations must be submitted by Nov. 10, 2000. Send nominations to Jennifer Carty, IDG Human Resources, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4480.

IDG

Week of October 9, 2000

Graphics Coordinator (Computerworld)

Computerworld's Manufacturing department is seeking a Graphics Coordinator to work in its team-based environment. The coordinator is responsible for checking and troubleshooting digital ads for computer-to-plate manufacturing of the weekly issue of Computerworld as well as special magazines and supplements. The coordinator is also responsible for sending all digital pages to the printer for publication. This person will also have some opportunity to design supplements. The candidate must exhibit the ability to manage and coordinate multiple tasks in a fast-paced, deadline-oriented environment while maintaining attention to detail. Preferred candidates will have 4 years' experience in desktop publishing/graphics production/design in a Macintosh environment. A strong working knowledge of Quark and a general knowledge of Photoshop, Illustrator, Freehand, Acrobat and Preflight are required. Knowledge of HTML a plus.
Location: Framingham MA
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Web Site Administrator/Developer (CXO Media)

CXO Media is seeking a Web Site Administrator/Developer to join the CXO online team. In this position you will support site production, ad management, reader mail, newsletter production and log analysis. Responsibilities also include: helping with reader mail, site testing and content maintenance, basic site development, assist researching content and will participate in other team projects as needed. Ideal candidate will possess good understanding of basic web technologies - knowledge of HTML, server tools and web sites. Strong communication skills essential. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Senior Research Analyst (IDC)

Support the clients of the various Small Business and Home Office programs that track the acquisition and use of advanced technology products and services. Responsibilities include developing and implementing appropriate surveys, analyzing results, preparing written deliverables, supporting client inquiries, and assisting to create five-year market forecasts across technology categories. Must manipulate survey data, apply appropriate statistical tests to insure validity, and draw appropriate conclusions. Other responsibilities include client presentations of research as well as presentations at industry events to both large and small groups. Requires Master's in business administration, economics or statistics, or alternatively, a Bachelor's in business, economics or statistics with two years of experience as a market research analyst. *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Administrative Assistant - Editorial (IDG Books Worldwide)

The Administrative Assistant will provide support to the Editorial Department, while also assisting the publisher with the overall publishing program. Duties include: coordinating and scheduling department meetings and taking meeting notes; preparing Tip Sheets and researching necessary information for each book published to provide to the Sales Department; making travel arrangements; maintaining publishing schedules; and additional support as requested. Requirements include strong interest in the editorial field, knowledge of Word, Excel and Powerpoint; ability to juggle multiple projects and meet deadlines; good communication and writing skills; a Bachelor's degree, preferably in English or the Humanities, or related experience. Previous administrative experience helpful. *Location: Foster City CA*
Contact: C. Yam, Fax: 650-653-7513, Email: cajobs@idgbooks.com

Receptionist (IDG Books Worldwide)
As Receptionist in our San Francisco office, you'll greet guests to our office, answer phones, receive, route and send company faxes/mail and to provide light administrative duties for the Office Services Department. Required education, specific knowledge, skills, abilities, and prior experience. A minimum of two years experience in a reception position with a multi-line phone system. Working knowledge of PC computer systems, in particular, Excel spreadsheet and MS Word knowledge preferred. Position requires excellent communicational and organizational skills. Must have strong interpersonal skills, flexibility and the ability to multi-task. *Location: San Francisco CA*
Contact: C. Yam, Fax: 650-653-7513, Email: cajobs@idgbooks.com

Editorial Assistant (IDG Executive Forums)
IDG Executive Forums Editorial Group and the producers of DEMO Conferences are looking for a qualified candidate to assist in maintaining meeting calendars, event schedules; provide subscription database support; and conduct various research projects and compile information as assigned. Major areas of responsibility include coordinating meetings and demonstrations for editors; maintaining calendar for events and engagements; managing and maintaining daily subscription database for production of newsletters; proof, format and distribute electronic newsletters. The qualified candidate should have a basic familiarity with microcomputers; superior telephone techniques and organizational skills; experience in managing information and products; writing and editing abilities. Technical background is preferred. *Location: San Mateo CA*
Contact: R. Gardner, Fax: 650-312-0547, Phone: 650-286-2704, Email: ruth_gardner@idgconferences.com

Content Librarian (InfoWorld)
InfoWorld is looking for a crack content tagger who can take InfoWorld's content and categorize it for the Web. In addition, that person will be responsible for hyperlinks and online packaging. The applicant should have an understanding of content aggregation and online reading and navigation habits. The content librarian must have a thorough knowledge of Web publishing and XML and at least three years of high-tech journalism.
Location: San Mateo CA
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: shirley_mcdaniel@IWP

Associate Index Editor (ITworld.com)
In this role you will be responsible for tagging content on a large Website devoted to information technology. Ability to read complex technical material, news, and product reviews and accurately tag it using an extensive taxonomy a must. Some minor Web production skills will also be required. This is a great opportunity to get into the computer press and the Web with a strong company and learn from the ground up. No experience necessary, but knowledge of information technology, indexing or editorial experience is a definite plus.
Location: Southborough MA
Contact: J. Davidson, Fax: 508-303-9788, Phone: 508-269-2964, Email: jobs@ITworld.com

Senior Index Editor (ITworld.com)
You will be responsible for maintaining and expanding a large taxonomy of the information technology field. In cooperation with the editorial staff, you will organize a master taxonomy of several thousand terms, find experts to help expand and validate it, and create several topical maps which represent subsets of the taxonomy. You will also supervise an indexer who will apply this taxonomy to four large Websites devoted to information technology, checking their work for accuracy, and helping solve difficult indexing problems. Candidate should have a background in indexing; knowledge of information technology a plus, willingness and ability to familiarize one's self a must. *Location: Southborough MA*
Contact: J. Davidson, Fax: 508-303-9788, Phone: 508-269-2964, Email: jobs@ITworld.com

Events Community Editor (Network World)
The events and community editor serves as the voice of Network World readers at major Network World events. The editor is responsible for helping shape event content and positioning, and leads roundtable discussions and Q&A. In addition, the events editor provides pre-and post-show events coverage and is responsible for leading online discussions of event-related topics and other issues. Coverage will include contributing stories on issues and technologies discussed at Network World events. The events editor is also responsible for conducting research on events topics and reader concerns. Candidates should have strong knowledge of the network industry and network technologies, excellent presentation and facilitator skills and the ability to travel frequently. They should also have 4-6 years experience in business communications including published materials. BA/BS in English, Computer Science or Journalism preferred.
Location: Southborough MA
Contact: M. Brunaccini, Fax: 508-490-6454, Email: hotjobs@nww.com

Sr. Director of Audience Development (Network World)
Seeking a well-rounded, senior level management professional to lead a dynamic Circulation/Audience Development department for the leading integrated media company in the networking field. Reporting to the CEO/Publisher, the Director of Audience Development will manage a team of 6 people and direct all marketing and operational activities involved in developing/maintaining a highly qualified audience for Network World's print and online publishing products. As a key member of the company's executive committee, individual will be a major contributor to overall company strategy/growth, as well as a key liaison with other departments. Key responsibilities include strategic planning, budgeting, project and staff management and competitive/market analysis. Must possess strong management/leadership, marketing and analytical skills. Must have thorough knowledge of circulation/publishing operations and some online marketing experience is important. *Location: Southborough MA*
Contact: M. Brunaccini, Fax: 508-490-6454, Email: hotjobs@nww.com

Advertising Information Assistant (PC World)
PC World Magazine is seeking an Advertising Information Assistant who will be responsible for reviewing advertising space reservations for accuracy, entering data into a customized billing system, and creating customized in house reports. This is an entry level accounting position. The ideal candidate will have strong data entry skills, be attentive to detail, have a good aptitude for numbers, and be able to work under the pressure of deadlines. The candidate must be able to both work independently and work well with sales staff and client agencies. Excellent communication skills and proficiency in Microsoft Excel for Windows are required. Some accounting background is preferred. *Location: San Francisco CA*
Contact: P. Murphy, Fax: 415-543-3984, Phone: 415-978-3365, Email: pat_murphy@pcworld.com

Performance Analyst (PC World)
The individual in this position will develop and perform tests and analyze results for a broad variety of PC hardware and products in the PC World Test Center. Qualified candidates should possess a thorough understanding of PCs and Windows technologies. Knowledge of modem, printer, monitor, or graphics hardware technologies preferred. Experience in a PC hardware and business software environment necessary. Excellent communication skills required; team player. Performance measurement and benchmarking experience a plus. Candidate should have a Bachelor's degree or equivalent experience.
Location: San Francisco CA
Contact: J. Kuta, Fax: 415-546-1673, Phone: 415-974-7430, Email: jeff_kuta@pcworld.com

CXO Media's Ben Worthen brings home Ultimate gold

This ain't your father's frisbee!

CXO Media staff writer **Ben Worthen** may be relatively new to the world of IT journalism, but he's an old hand at Ultimate – that's world-class disc throwing to us mere backyard amateurs. Worthen, who joined CXO in June, recently helped Team USA capture the gold medal at the World Ultimate Championships 2000 in Heilbronn, Germany.

*CXO Media's **Ben Worthen** displays the winning form that helped Team USA capture the gold medal at the recent World Ultimate Championships held in Heilbronn, Germany.*

> *"We were slaughtered 19-1 in the most lopsided final in history. I took it personally, and swore that by the time I was 24 I would avenge the loss by beating the Swedes in the World finals."*
>
> *— Ben Worthen*

The week-long competition attracted more than 100 teams from all over the world competing in various divisions including mens, womens, juniors and masters. Worthen, who plays for the Boston-based Death or Glory squad (which is the six-time national champion), was one of 23 players representing the U.S. on its men's team.

Team USA easily dispatched the teams from Russia, South Africa and Switzerland in early round play. Though Worthen and his teammates faced some stiff competition against Great Britain, Australia, Canada, Finland and Japan, they eventually emerged victorious and found themselves squaring off against host team Germany in the semi-finals. "Sparing the details of the game, it should suffice to say that no squad of Germans has been as thoroughly pounded by their American counterparts since the Battle of the Bulge," Worthen said.

And so, at a few minutes past four on the final day of competition, Team USA faced off against the Swedish national team for all the glory. "From a personal standpoint, this offered a chance at vindication six years in the making," Worthen said. "As a wee 18-year-old, I had captained the U.S. Junior Team to a similar position in the 1994 world championships. The Swedish 'juniors' were a collection of genetically engineered uber children, each over seven feet tall. Our metabolically pure American team was simply overmatched. We were slaughtered 19-1 in the most lopsided final in history. I took it personally, and swore that by the time I was 24 I would avenge the loss by beating the Swedes in the World finals."

And despite the odds of that happening, Worthen, now 24, found himself within a game of making good on his promise. "I knew the match would be tough, he said. "At this level of play, a team's offense is expected to score every time they get the disc, just as a tennis player is expected to win the games he or she serves. Like tennis, the failure to win that game or point is called a break. The team whose defense breaks the most wins the game. Sweden got the first break of the game and a 3-2 lead. Sweden broke the next point as well claiming a 4-2 lead. Coming from two breaks down in these conditions would be a challenge, but our defense was up to it. We scraped our way back in and took the half clinging to a 9-8 lead.

"The teams traded points to 14-13 U.S., when we capitalized on a Sweden turnover and took a late two-point lead. Fast forward to 16-15 U.S., our disc. The game is to 17 and all we have to do is score to win the world championship (unless the game is in overtime you must win by two)."

But the victory would not be that easy. Sweden tied the game, which then went into overtime, where the first team to 19 wins, no matter the opponent's score. After a few contested and controversial plays, the game stood tied at 18 all. Whichever side scored next would win. "We work it up the field and suddenly I find myself wide open in the corner of the end zone. The throw is in the air...goal! We win 19-18 in the closest world final ever."

Want your 15 minutes of fame?

Do you or one of your colleagues pursue an interesting hobby or avocation in your free time? Perhaps you climb mountains, serve as a literacy volunteer, participate in triathlons or play saxaphone in a blues band. Or maybe your co-worker grows prize-winning roses or is an accomplished thespian. If so, we'd like to hear about it. Send your ideas to world_update@idg.com.

noteworthy people

Thomas

IDG WORLD UPDATE

Corsetti

IDG WORLD UPDATE

Penzarella

IDG WORLD UPDATE

Abernathy

IDG WORLD UPDATE

Farrell

IDG WORLD UPDATE

White

Promotions

Paris Burstyn was recently promoted to VP, Telecommunications Consulting at IDC in Framingham, Mass. "Paris has put IDC squarely on the map of high-end telecommunications consulting, growing the practice to $2 million in annual revenues with 25% annual growth," said **Mark Winther**, group VP, Research. "Through close working relationships with U.S. and international analysts, Paris has leveraged IDC's skills and resources to address client needs for customized consulting in such growth areas as Internet services, Web hosting, mobile markets, IP telephony and managed data services."

Also promoted at IDC is Miami-based **Daniel Cardamone**, who assumes the post of associate vice president, Latin America Sales. "Dan has been in charge of unbelievable growth in our Latin America product sales since joining IDC in April 1998," said **Brad Thorpe**, group vice president, Enterprise Sales. "At that time sales were behind their year-to-date objectives; by the end of that fiscal year, sales were 102% of plan. In 1999, Dan's performance was 112% of plan with 30% growth, adding 85 new clients to IDC and bringing in $1 million in new business. And through August of this year, Dan and the Latin America sales team was at 125% of plan, expecting to end the year with nearly $7 million in sales, representing 100% growth in two years."

New employees

InfoWorld has hired **Tricia Thomas** as a print and online copy editor, a job she used to do on a freelance basis. She graduated from California State University/Fullerton with a B.A. in German. When not raising her 3-year-old daughter, she sings with the jazz swing band The Blue Room Boys, which just released its second CD, "Driving You Crazy."

Formerly a freelance writer, **Michelle Zelsman** is now senior editor/Opinions at *InfoWorld*. She holds a B.A. in journalism from the University of Maryland and enjoys boating, photography and travel, her most recent adventure being a three-week trip through Europe with her 15-year-old son.

Dennis Reid is the newest member of IDC's Latin America sales office in Miami where he is a senior account executive. Dennis comes from Tech Link Global Solutions, Inc., a Chicago-area multi-lingual Web site development and graphics design company. He holds a B.A. in Spanish from the University of California at Santa Barbara and a master's degree in international management from Thunderbird — American Graduate School of International Management in Glendale, Ariz.

Daniel Corsetti has joined IDC as an inquiry analyst in the Framingham, Mass., office. A recent graduate of Grinnell College in Grinnell, Iowa, Daniel earned a B.A. in psychology and art history. Outside the office he enjoys restoring classic and antique cars, baseball, art history and painting.

Also joining IDC's Framingham office is **Anthony Penzarella**, associate analyst, Personal Systems Market. Anthony comes to IDC from Market Data Group LLC, where he held a similar position. A graduate of the College of the Holy Cross in Worcester, Mass., Anthony holds a B.A. in English literature. In his spare time he creates and sells his own paintings, primarily posters using oils or acrylics.

IDCAccess Analyst **Lauren Abernathy** has also joined the IDC Framingham crew. She recently earned a B.A. in anthropology from Bowdoin College in Brunswick, Maine, and spent her summers interning at Fidelity Investments. After hours she enjoys reading, skiing and nurturing her fledgling golf career.

John Farrell joins IDC's Framingham office as a senior account executive. Previously an account executive at CyberPatrol Software, John graduated from Emerson College in Boston where he earned a B.S. in speech. Outside the office he enjoys playing softball and basketball and adding to his extensive rock and blues music collection.

A recent transplant from Ottawa, **Kevin White** is now a senior analyst in IDC Framingham's IT Markets and Strategies group. Previously an economist in the Department of Finance for the Canadian government, Kevin holds a B.A. in economics from Queen's University in Kingston, Ontario, and an M.A. in economics from the University of British Columbia in Vancouver, British Columbia. Outside the office he makes times for running, skiing and travelling.

Based IDC's Iselin, N.J. office, Sales Manager **Gary Nagle** focuses on major accounts/enterprise clients. He recently held a similar post at Corporate Express. Gary has a self-designed B.A. in promotional communications from Ithaca College in Ithaca, N.Y. He enjoys listening to blues and guitar music and, keeping true to his roots, remains loyal to all Boston sports teams "despite the obvious pain it causes me," though he does admit to rooting for the New York Giants football team.

Returning employees

Sue (Thaxter) Yanovitch returns to IDG as marketing communications director for CXO Media, responsible for managing advertising, direct marketing, sales support and promotional programs for *CIO* and *Darwin*. She has been with Cahners Publishing for the last two years as marketing director. Prior to Cahners, she spent 12 years in a range of advertising, communications, database marketing, sales development and marketing management roles at *Computerworld*. "IDG is a wonderful company," she said, "and it is great to have such an exciting opportunity to come back to."

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Nancy Mallette *IDG*

18

Ruben Argento *IDG Argentina*

16

Madeleine Dionne *IDC*
Juan Marquez *IDG Spain*

15

Ritva Kokkonen *IDC Nordic*
Mirla Bergh Fallesen *IDC Nordic*

11

Luanne Kiley *PC World*
Anne Nickinello *Network World*
Christie Combs *IDG Communications*
Francisco Rodriguez *IDG Spain*
Gisela Nerke *IDG Germany*
Marco Tennyson *IDG Italy*

10

Kazimierz Szot *IDG Poland*
Beatriz Sanchez *IDG Spain*
Marta Cabanillas *IDG Spain*

8

Ulrike Diehlmann *PC World*
Terry Sanders *Network World*
Cynthia Ramsey *Mac Publishing*

6

Lori Flynn *InfoWorld*

5

Linda Comer *Mac Publishing*
Sandra Hughey *CXO Media*
Hana Barker *CXO Media*
Dorota Fatyga *IDG Poland*
Gerda Tausch *IDG Germany*

4

Raymond Boggs *IDC*
Martin Canning *IDC Benelux*
Richard Mol *IDC Benelux*
Betty Mulder *IDC Benelux*
Robert Trott *InfoWorld*

3

ohn Dooley *Network World*
Suzanne Gaspar *Network World*
Mark Melenovsky *IDC*
Nicholas Harvey *IDG Communications*
Ryuta Nasukawa *IDG Japan*
Caroline Bergengren *IDG Sweden*
Mark Jones *IDG Australia*
Esther Ng *IDC Hong Kong*
Akhil Agarwal *IDC Singapore*
Claudia Susanne Wolff *IDG Germany*
Cathleen Moore *InfoWorld*

2

Mark Anderson *Network World*
Kristin Cianci *Network World*
Eric Danetz *Network World*
Lara Greenberg *Network World*
Kevin Dunne *IDC*
Kimberly Funasaki *IDC*
Henrik Jakobsson-Olars *IDG Sweden*
Anders Freden *IDG Sweden*
Ulrike Hausberger *IDG Germany*

1

Linda Drasal *IDG Germany*
Beate Wöhe *IDG Germany*
Axel Hollenbach *IDG Germany*
Eva Fertner *IDG Germany*
Helga Kochems *IDG Germany*
Ulrich Rogg *IDG Germany*
Thomas Franz Resch *IDG Germany*
Anita Thiel *IDG Germany*
Melanie Bernard *IDG Germany*
Ursula Verino *IDG Germany*
Bernhard Haluschak *IDG Germany*
Christian Vilsbeck *IDG Germany*
Nico Hartmann *IDG Germany*
Stefan D'Amore *IDG Germany*
Michael Eckert *IDG Germany*
Malte Jeschke *IDG Germany*
Alicia Langer *PC World*
Andrew Lyon-Hall *PC World*
Melissa Perenson *PC World*
Joseph Charron *IDC*
Tracy Floyd *IDC*
John Greco *IDC*
Kenneth Presti *IDC*
Travis Darrow *IDC*
Steven Rivers *IDC*
Michael Schaeffer *IDC*
Patrick Hill *IDC*
Jennifer Seguin *IDC*
Patrick Steeves *IDC*
Nancy Wyatt *IDC*
Ardley Yee *IDG*
Shannon Macdonald *CXO Media*
Maiko Sano *IDG Japan*
Jo Nicol *IDG Global Solutions*
Susan Kleene *ITworld.com*
Trish Hawkeswood *IDG New Zealand*
Charissa Lau *IDC Canada*
Vivienne Fisher *IDG Australia*
Louiza Pells *IDC U.K.*
Phil Speirs *PC Advisor*
Leonie Christofides *PC Advisor*
Michael Hall *IDC Hong Kong*
Iris Haug *IDG Germany*
Alec Wagner *InfoWorld*
Glen Stanton *InfoWorld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG employees raise thousands to fight breast cancer

A small but enthusiastic contingent of IDG representatives participated in last month's Komen Boston Race for the Cure, collectively raising more than $5,000 to benefit breast cancer research, public awareness and early detection. Among the thousands who walked or ran the 5-kilometer course were Executive Assistant to the President & CEO ***Libby Levinson*** *and her son Todd (third and second from right), Corporate Communications Manager* ***Sarah Hansen*** *(center) and IDG Corporate Trade Show Manager* ***Jane Benoit*** *and her daughter Jessica (left). Sidelined by shin splints but lending moral support was Libby's daughter,* ***Merideth Levinson*** *(right), a staff writer at CIO magazine.*

celebrating 10!

Name
Sandy Wong

Home
San Francisco

Joined *PC World*
November 1989 as an Advertising Sales Administrative Assistant.

Career path
Ad Sales Administrative Assistant, Marketing Assistant, Marketing Coordinator, Marketing Events Manager, Marketing Manager, Senior Marketing Manager, Director of Marketing.

Current title
As director of marketing I am responsible for managing *PC World*'s exceptional marketing team and the overall marketing strategy and programs for *PC World* and PCWorld.com.

Best part of your job
Seeing the finished product: a *PC World* ad running in *Advertising Age* or *MC*, a completed media kit, a direct mail piece arriving in the mail or an event that is a success.

What's kept you at IDG for 10 years?
The opportunity to continually learn about publishing and marketing, but most of all the terrific people I've worked with over the years at *PC World*. The professional and personal support has been wonderful.

Interests outside the office
Traveling, shopping for anything, reading, movies and cooking.

Of what accomplishment at work are you most proud?
PC World's 1.2 million rate base marketing campaign in the fall of 1998. It was a combination of promotional tools that all came together beautifully: advertising, public relations, direct mail, back-to-back events in San Francisco and New York, promotional items and internal celebrations. It was a big success and was also lots of fun and exciting to work on with the entire marketing team.

Favorite Web site(s)
PCWorld.com, CNN.com, sfgiants.com, zagat.com, imdb.com, marthastewart.com and amazon.com.

Best advice you've ever been given?
98% of the stuff you worry about never happens.

What talent do you wish you had that you don't have?
I wish I could play the piano — then I'd have a baby grand in my dream house.

PC World's ***Sandy Wong*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating her 10 years of service to the company.*

Five people — living or dead — you'd invite to a dinner party?
Jacqueline Kennedy Onassis, Eleanor Roosevelt, Franklin Delano Roosevelt, John Irving and Steven Spielberg.

What is the last good deed you did?
Volunteered for San Francisco's "Clean Sweep" program to help clean-up neighborhoods.

As a kid, what did you want to be when you grew up?
Reporter for *Sports Illustrated*, novelist or teacher.

First job?
Clips clerk at the Environmental Protection Agency and usher at San Francisco Giants games at Candlestick Park.

One possession you'd grab if your house were on fire?
Photo albums.

Favorite vacation spot?
Hawaii, New York or London.

Manager's profile
"Sandy has been the marketing force that's allowed *PC World* to establish its market leading position. She is the keeper of the brand. Sandy assures that our message, whether in the form of advertising, promotion or events, is consistent and delivered in the first-class manner people expect from *PC World*."

— Bob Ostrow, PC World publisher

and finally.

To have, to hold and to stream

Lovebirds in rural Virginia can now turn their weddings into global affairs. On Sept. 1, the courthouse in Wise County began offering wedding Webcasts. The service (Willyoumarrymeonline.com) is available on weekends and holidays when the courthouse's equipment is not being used for other proceedings. "We see the potential for ... people from afar to attend the virtual wedding," says Wise County clerk Jack Kennedy Jr., who boasts one of the most wired courts in the country. The basic wedding package rings in at $150 and includes a live Webcast and a videotape production.

-- Ronna Abramson and Dan Goodin, excerpted from www.thestandard.com/article/display/0,1151,18969,00.html

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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Reminder: Employee briefing Oct. 19 in California

IDG President and CEO **Kelly Conlin** will review the fiscal year just completed and preview the upcoming year for IDG, including IDG's key global growth strategies, during two employee briefings on Oct. 19.

San Francisco
Oct. 19 at 9:00 a.m. at the San Francisco Marriott Hotel

San Mateo
Oct. 19 at 12:00 noon at InfoWorld

IDG Sweden puts entrepreneurs, investors together

Swedish entrepreneurs who have great ideas for an IT or telecom product but no seed funding now have a new way to showcase their ideas in front of potential investors. IDG Sweden's Event & Conference group has created "Embryo," a business concept contest that culminates on Oct. 24 with investment-related seminars, networking opportunities and a ceremony to celebrate the winning business plans.

About 1,000 people are expected to attend the Oct. 24 event that counts Microsoft, Venture Communications, Momentor and *Computer Sweden* among its 10 sponsors and partners.

"To remain at the forefront, we must take advantage of existing ideas," said IDG Event & Conference Area Business Manager **Paula Lembke**. "As a neutral party in the industry with a thorough knowledge of the Swedish IT market, IDG can help promote Sweden's development as a leading IT nation and give Swedish business concepts a good start in life."

The contest began in August with ads in IDG Sweden publications, the company's Web site (www.idg.se) and selected general business media. Information was also sent to scientific parks and universities. Using a business plan template that could be downloaded from the Embryo site

continued on page 7

Computerworld Danmark backs bikers on global Internet investigation

Two adventuresome Danes are dedicating the next 18 months of their lives to exploring the impact of the Internet on the lives of ordinary people around the world, and *Computerworld Danmark* is going along for the ride.

mondonomade.com
COMPUTERWORLD
COMPUTERWORLD

LARS BERTELSEN

Danish adventurerers Anders Lindberg and Toby Louis-Jensen set off this month on their round-the-world journey to learn more about the world behind cyberspace. Their first stop is Italy. From there they will go to North Africa, Asia, China, Japan, Russia, Alaska, down the west coast of America to the southern part of Chile, where they will fly to New Zealand and Australia. From there they will head north through India, Pakistan, Iraq, Iran and Turkey and return through Europe.

Fueled in part by a sponsorship from *Computerworld Danmark*, Anders Lindberg and Toby Louis-Jensen set off this month on their 100,000-kilometer global tour aboard motorcycles decked out with enough high-tech gear to keep them on course and in touch from even the most remote Nepalese village. On board the two BMW F650 GS Dakar bikes, each sporting a large *Computerworld* logo, Lindberg and Louis-Jensen have stashed two laptops (one iMac equipped with video editing), a modem, CD-burner, digital camcorder, digital camera, cellular phones and GPS-navigators. Each of their helmets contains a built-in citizens band radio. The pair will report in to *Computerworld Danmark* each week.

"We are looking forward to bringing stories from Anders and Toby as they travel around the world," said Managing Editor **Rune Michaelsen**. "They will be writing about information technology in a very different way. It may seem a bit out of focus for our readers, but I think even IT people share the dream these guys are going to fulfill."

continued on page 5

in brief newsworthy

IDG China to co-publish Cultural Festival commemorative magazine

CHRIS LEE

During the Chinese Cultural Festival tour in September, IDG Chairman ***Pat McGovern*** *and IDG China Managing Director* ***Hugo Shong*** *(center) attended a private reception and concert hosted by Chinese President Jiang Zeming (left) at the Lincoln Center for the Performing Arts in New York. Earlier this year, the Chinese government had asked McGovern to join the Festival's Advisory Committee.*

IDG China and the China State Council Information Office (SCIO) will co-publish a special magazine in December to commemorate the Chinese Cultural Festival 2000, a 26-day tour through eight U.S. cities that took place Aug. 24-Sept. 17.

IDG was one of 16 U.S.-based multinational companies – among them Computer Associates, Qualcomm and Eastman Kodak – that provided corporate sponsorship for the tour, which celebrated traditional Chinese music, folk dance, arts and crafts, and ancient and contemporary fashion. Organized by SCIO, the Ministry of Culture and the National Tourism Administration, the tour aimed to encourage tourism and provide Americans with a better understanding of Chinese culture.

The IDG-SCIO magazine will include photos of the festival as well as essays on diverse aspects of Chinese culture, including visual and performing arts. IDG China is handling the majority of the content and design of the publication. With a print run of 25,000, the bilingual magazine will be distributed to government and business leaders in the U.S. and China.

"As the first U.S. company to create a joint venture between the U.S. and China [in1980], we are delighted to be chosen by the Chinese government to produce a commemorative issue of such a significant cultural exchange program," said IDG Chairman **Pat McGovern**.

During the tour, McGovern was the guest of Chinese President Jiang Zeming at a private reception and concert at the Lincoln Center for the Performing Arts in New York. IDG President **Kelly Conlin** attended the opening ceremonies for a Chinese cultural exhibition at the Javits Center in New York.

IDG China publishes 18 trade and consumer publications in China, among them local editions of all of IDG's major product lines.

Networking Italia celebrates 10th year with special reader awards

Networking Italia's staff with copies of the special October issue.

In celebration of its 10th year of publishing, *Networking Italia*'s editorial staff created a special October issue for its readers. Included are: an IDC forecast of the top 10 trends in IT and communication technology, a look at other on- and off-target forecasts made by the magazine over the past decade, and an exclusive interview with Andrea Soldini, the Italian sailor who last year completed the "Around Alone" sailing competition and discusses his reliance on communication technology during the race.

In addition, the publication created three awards for readers who have been particularly loyal throughout the years, which will be presented at this month's SMAU 2000 exposition:

- **Most Faithful Subscriber** — *Networking Italia* will consult its data base to identify its longest-subscribing reader.
- **Most Critical Reader** — During 10 years of publication *Networking Italia* has received thousands of letters with suggestions and criticism that have helped the magazine to grow, develop and improve. This award will go to the reader who has contributed most to this improvement.
- **Collector's Prize** — An award for the reader who proves he possesses the oldest issue of *Networking Italia* by sending the cover page to the editorial office.

For more information, contact **Federica Bernardini** at federica_bernardini@idg.it.

Upcoming IDG meetings

Computerworld/InfoWorld Global Product Line Meeting
Oct. 20-22
Holmenkollen Rica Park Hotel
Oslo, Norway
Contact: **Siri Herud**,
IDG Norway
siri.herud@idg.no

North American Online Meeting
Oct. 30-Nov. 1
Grand Hyatt Hotel
San Francisco, Calif.
Contact: IDG Global Web Support Center
Lisa van der Kamp,
executive editor
lisa_van_der_kamp@idg.com

primer

back to basics

IDG News Service

Elizabeth Heichler, *editor-in-chief of the IDG News Service, explains the basics. She may be reached at elizabeth_heichler @idg.com.*

IDG News Service at-a-glance

Number of employees 24

Headquarters Boston

Number of bureaus/locations 14

Web site www.idgns.com (email idgns_password@ idg.com to request an account)

Number of stories that run on the News Service in an average week 600

Number of publications that contribute to the News Service 62 (last year)

"Another service we will add is to write content for a series of regular weekly e-mail newsletters that any IDG publication can take and use as the basis for a newsletter offered on its own Web site. We're hoping with this effort to make it easier for smaller groups with fewer resources to get in the [newsletter] game as well."

Q Can you briefly describe the way the News Service works?

A The News Service is both a news cooperative and a news-gathering organization serving the IDG editorial community worldwide. The wire was conceived some years ago as a means for IDG's U.S. publications to share copy with overseas editions. Editors might want to translate and publish an article as-is, use the material for research or simply get story ideas. In 1992, our charter was expanded, and we began building a global news organization with reporters stationed in key regions around the world filing breaking news stories daily.

Q What are the primary features of the News Service?

A All of our resources are available on a password-protected Web site. The News2000 link is where you'll find what most people refer to as "the wire," which includes copy from our correspondents, IDG print publications and IDG Web sites. The News-2000 display defaults to a reverse-chronological-order listing of all stories, so that it's easy for the most time-sensitive editors to find the latest stories. But there are a variety of other ways to view the material so that it best meets users' needs, for example: editors who are seeking stories from particular publications can elect to view the stories by source; editors seeking stories about particular subjects such as networking can view the stories by category; and editors seeking specific kinds of stories such as product reviews can view the listing by type of story.

Other noteworthy resources available at our Web site are the Image Bank, an image archive with more than 8,000 photos and graphics; planning tools such as the "Stories in Progress" listing that lets editors know what articles are in the works from News Service staff; Noticias en Español, the Spanish-language version of the News Service; an archive of all stories posted to the news service since the beginning of 1993, and a variety of other information resources and features that we think will be useful to the IDG editorial community.

Q It's been about six months since you've taken over at the News Service. Have you made any changes in the way the News Service operates?

A I haven't made any drastic changes in the way we operate. What I have focused on is trying to improve communication with editors and coming up with ways to better highlight our offerings, for example via a redesigned home page. I'm also trying to simultaneously tame a killer travel schedule and build more customer-awareness on our staff by deputizing our reporters and editors around the world to get out and meet with our customers or make presentations at IDG meetings.

My guiding principle in setting priorities is to deliver more value to News Service customers so that the chargeback they pay always looks like a really good deal. First, we're adding staff in a few key places. Asia is critical because as a news organization we can offer our customers a competitive edge via our often-exclusive coverage from the region. News Service veteran Correspondent **Terho Uimonen** has just returned to Taipei, and we're looking for a second reporter to work with **Martyn Williams** in Tokyo. Meanwhile, building our organization in Europe gives us a two-for-one benefit because we not only have better international coverage, but the jump our European staff gets on major U.S. news of the day thanks to the time difference means we can have early takes on breaking news ready and waiting when IDG's U.S. online editors arrive in the morning. To that end, we're establishing a bureau in the offices of IDG Netherlands near Amsterdam and **Joris Evers**, who has been an editor with *WebWereld* there, joins us Nov. 1. We've also opened an office in Berlin, where Correspondent **Rick Perera** is now well-positioned to cover the nascent German Web industry and the legislative and regulatory issues that increasingly dominate the news.

Another service we will add shortly is to write content for a series of regular weekly e-mail newsletters that any IDG publication can take and use as the basis for a newsletter offered on its own Web site. Our first newsletters will be "Asia Week in Review," "Europe Week in Review" and "International E-Commerce Week in Review." E-mail newsletters have been excellent revenue-generators for some IDG publications, and we're hoping with this effort to make it easier for smaller groups with fewer resources to get in the game as well.

Q Why doesn't IDG make the contents of the News Service available to paying customers?

A If the News Service content were publicly available, IDG publications would no longer use it as a mechanism to share copy internally in advance of going to press. And there would be a tremendous outcry from the many business units, especially outside the U.S., that use the material available on the News Service to gain an edge over their local competitors; if it were no longer exclusive to IDG, that edge would be lost.

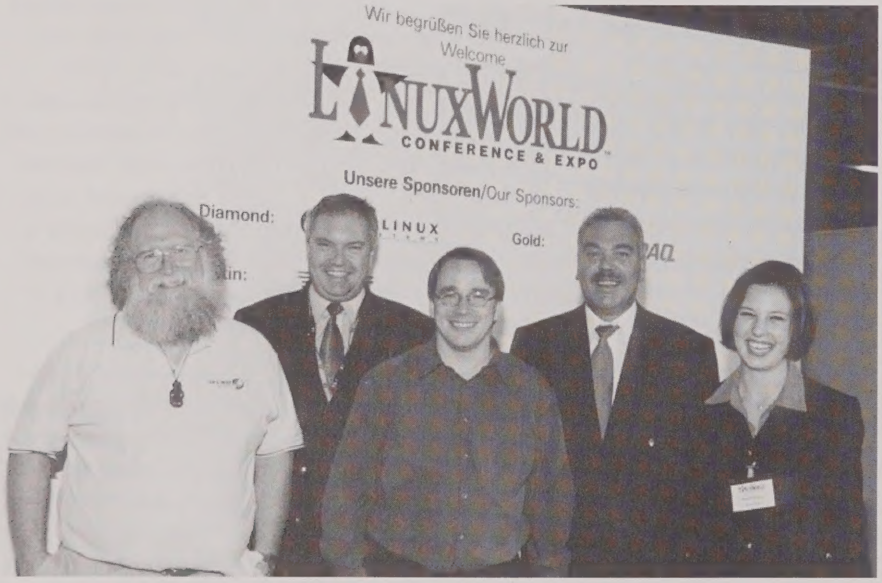
Germany plays host to Europe's first LinuxWorld

Approximately 1,000 more attendees came to LinuxWorld Conference & Expo than organizers expected.

Right on the heels of the continent's first Internet Commerce Expo comes Europe's first LinuxWorld Conference & Expo. More than 11,000 attendees and 500 conference participants attended the Linux event in Frankfurt, Germany, Oct. 5-7. IDG World Expo/Germany organized the event, and K+S EXPO Management in Munich served as the show management company.

According to Show Director **Gunnar Kuechler**, the event was one of the fastest launches of an event of its size in German IT trade show history. "We decided to launch after our visit to LinuxWorld Conference & Expo in New York this past February, and the show was sold by June. Normally IT shows of this size in Europe need at least 10 to 12 months lead time," he said.

Addressing the needs of both the Linux business and developer communities, the show featured a high-level, technical conference program and an exhibit floor chock-full of leading service providers, solution integrators and development organizations. VA Linux, Sun Microsystems, AMD, Redhat, IBM, SAP, Informix, SGI, Compaq, Siemens and SuSE were among the more then 100 companies displaying new products and services on 100,000 square feet of exhibit space.



(Left to right): Linux International Director Jon "Maddog" Hall; **Gunnar Kuechler**, show director, LinuxWorld Conference & Expo; Linus Torvalds, Linux creator; **Ralph Peter Rauchfuss**, managing director, Computerwoche Verlag; **Antje Käppel**, project manager, LinuxWorld Conference & Expo.

The audience included Linux developers, Fortune 500 business leaders, enterprise managers, CIOs, service providers, system administrators, software solution providers, computer consultants and solution integrators.

Ralph Peter Rauchfuss, managing director of Computerwoche Verlag, opened the event. Linux creator Linus Torvalds took part in a panel discussion and spent two days at LinuxWorld, his only public appearance in Europe this year at a major Linux-related event. While there are other Linux events in Europe, none have the business focus of IDG's event.

Among the show's highlights were the org.Pavilion that showcased the non-profit organizations that contribute to open-source development; a JobUniverse and FreelanceCenter for job seekers, both organized by IDG's Computerwoche Verlag. Linux International Director Jon "Maddog" Hall delivered the keynote, "The many faces of Linux," and said the future of Linux lies not in the desktop market but with servers and embedded and "ubiquitous" devices – even, eventually, machines worn on a user's wrist.

The next Linux World Conference & Expo is scheduled for Nov. 8-10, 2001, again in Frankfurt, and more than 40% of the exhibition space is already booked. For more information contact Gunnar Kuechler at gkuechler@ksmesse.de or go to www.linuxworldexpo.de.

World Expo sets dates for ICe, ASPWorld Conference & Expo in 2001

IDG World Expo last week announced next year's Internet Commerce Expo (ICe) will be held at the Las Vegas Convention Center in Las Vegas. ICe conferences will take place July 30-Aug. 2 with show dates July 31-Aug. 2, 2001.

These dates replace the ICe event previously scheduled for New York in January. The ICe event previously scheduled for Boston in March is now scheduled to take place in Washinton, D.C., May 14-17, 2002. Las Vegas and Washington, D.C. will now be Internet Commerce Expo's permanent homes.

In addition, ASPWorld Conference and Expo will take place in Washington, D.C. in April. Conference sessions are scheduled for April 24-27, 2001 with show dates April 25-27. The West Coast ASPWorld Conference & Expo is scheduled to be held at the Las Vegas Convention Center rather than in San Jose, Calif., Sept 24-27. Las Vegas dates for ASPWorld Conference & Expo are conferences: Aug. 13-16 and show dates: Aug. 14-16.

For more information contact IDG World Expo Director of Corporate Public Relations **Sasha Navas** at sasha_navas@idg.com or tel: +508-424-4808.

Field Marketing Executive (Computerworld)

Computerworld is seeking a high-energy, results driven, experienced sales professional for a Field Marketing Executive position in the Southeast and New England/Eastern Canada sales territories. Based in our Framingham office, the FME will own mid-level accounts and new prospects. He/she will work with the territories' account directors, but is also expected to independently seek out and grow new clients in a designated geographic territory. Heavy emphasis on print advertising yet this position requires the selling of the complete Computerworld product line (print, online, custom publishing, events, book deal, etc) to clients and their advertising agencies. A minimum of 3-5 years experience in a customer-focused, advertising sales environment and a Bachelor's degree or equivalent work experience are required. Knowledge of, and genuine interest in, technology, Internet Commerce and Telecommunications is also desired. Contacts in the computer industry are a plus. Successful candidates will have excellent verbal and written communication skills, superior organizational skills, strong self-motivation, effective closing techniques and a willingness to collaborate and problem-solve on teams. Travel is required.
Location: Framingham MA
Contact: P. Sheer, Fax: 508-879-3760, Phone: 508-820-8162, Email: jobs@computerworld.com

Regional Sales Manager (CXO Media)

CXO Media, Inc. has an exciting opportunity for an experienced Regional Sales Manager based in San Francisco, covering Northern California. In this position you will be responsible for prospecting new accounts while maintaining and expanding client relationships with current customers. Ideal candidates for this position will possess a minimum of 5 years experience in high-tech ad sales and be familiar with technology accounts and their agencies. Candidates must also possess excellent communication and presentation skills as well as an understanding of the elements which create opportunity in the advertising community. Candidates must have a proven track record of customer oriented success with an excellent reputation among advertising decision makers. *Location: San Francisco CA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Human Resources Intern (IDC)

IDC, a leading market research and consulting organization specializing in the information technology industry, has a great opportunity for a Human Resources Intern to join our dynamic HR Team for 10-12 hours/week. IDC's HR Intern will help to work on the IDC Lotus Notes Resume/ Applicant System; oversee creation of New Hire packages; maintain HR personnel records to include follow up of new hire paperwork and filing of paperwork; assist with IDC Monthly Company Events and Charity projects; distribute HR communications to employees; provide general administrative support to HR Department. IDC seeks a customer service oriented individual who has strong verbal and written communication skills, proficient PC skills, the ability to handle confidential information professionally, as well as the ability to organize and work on several projects at one time. This position is based in Framingham, MA.
Location: Framingham MA
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Associate Analyst, Pricing Evaluation (IDC)

IDC's Pricing Evaluation Service delivers to its clients a robust set of database tools and analysis. Its services are used to create winning price/positioning strategies by most IT manufacturers, and is used as a supplier negotiation tool by many medium to large corporations and government institutions. The service is looking for an Associate Analyst to support client inquiries, assist in consulting projects and manage its heavily-trafficked product pricing web site. Requirements for this position include a Bachelor's degree, a fundamental understanding of the IT marketplace, and basic quantitative skills, such as experience with modeling data using spreadsheets and/or other database tools.
Location: Framingham MA
Contact: A. Schneider, Fax: 508-935-4432, Phone: 508-935-4419, Email: idc_jobs@idc.com

Consulting Manager, Internet (IDC)
IDC Latin America is increasing its Internet research capabilities and is looking for an experienced Internet consulting manager to champion its growing coverage of Internet research topics. This is a high-level position that will entail significant strategic thinking, project management, client interaction, as well as contributions to decision-making for overall Internet research direction. Position will be based at IDC Latin America's regional headquarters in Miami, Florida. The Consulting Manager Candidate will be responsible for leading IDC Latin America's development of its Internet consulting program. The candidate must have 5+ years of experience in Internet and/or telecom/IT research and 5+ years of experience in working with the Latin American region. A broad knowledge of the Internet and supporting technologies is needed as consulting engagements vary in their coverage based on client needs and frequently touch upon many areas. Also, the candidate must have a clear knowledge of all aspects of the Internet market including: local market players, new technology development, infrastructure build-out trends, B2B, B2C, etc. In essence, the candidate must be able to see clearly the impact of the Internet and the New Economy on traditional enterprise in Latin America as well as on key technology players. The analyst will also contribute to research across the Latin America Internet & Telecom research group and work with in-country analysts to develop regional expertise. The candidate must have outstanding project management skills to not only manage a project team across international boundaries but to balance multiple projects simultaneously. Candidate must have strong written, presentation, and analytical skills. In addition to fluent English, strong Spanish or Portuguese language skills are also required. A Bachelor's degree is required. A Master's degree in a professional field such as business or international affairs is preferred. *Location: Miami FL*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Consulting Manager, Telecom (IDC)
The Program Manager Candidate will be responsible for leading IDC Latin America's development of its telecom consulting program. The candidate must have 5+ years of experience in telecommunications research and 5+ years of experience in working with the Latin American region. A broad knowledge of telecommunications and Internet technologies is needed as consulting engagements vary in their coverage based on client needs and frequently touch upon both areas. Also, the candidate must have a clear knowledge of all aspects of the telecommunications market including: local market players, new technology development, infrastructure build-out trends, channel structure, etc. Beyond the above requirements, the candidate must have strong writing, speaking, and analysis. The ideal candidate will be fluent in English and either Spanish or Portuguese. *Location: Miami FL*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Inquiry Analyst, Software (IDC)
The role of an Inquiry Analyst at IDC is to partner with an IDC Research Group in providing clients with inquiry and research support. In this role, the Inquiry Analyst will be working with the clients and analysts associated with IDC's Software Research. Additional responsibilities include: client/contact information management, inquiry usage tracking, collaboration with the SW group, IDCInquire and Sales. The analyst will become knowledgeable in IDC's research and draw from these resources in supporting the customer's information needs. The Inquiry Analyst will also be responsible for remaining current on IT industry news and events. As the key interface for many customers, the ideal candidate should have: BA/BS preferred; 2-4 years of professional/internship experience; demonstrated customer service skills; excellent oral and written communication skills; team player; ability to manage multiple tasks/projects simultaneously. The Inquiry Analyst role is the first step in the Analyst Career Path at IDC and provides you with the opportunity to learn about a particular technology market and it's trends. Computer skills and knowledge of the IT industry are strongly preferred. *Location: Framingham MA*
Contact: A. Schneider, Fax: 508-935-4432, Phone: 508-935-4419, Email: idc_jobs@idc.com

Research Analyst (IDC)
IDC is currently looking for an analyst to be responsible for researching, and writing reports on the Japan Telecom Market. This includes the regulatory environment and the provision of voice telecommunications, data and IP services. Additional responsibilities include analyzing the strategies of major service providers in this sector, including the production of market size and forecasts, and providing inquiry service and general sales support to Japan Telecom clients. Some knowledge and experience analyzing the Telecom, and Internet service providers is required. The successful candidate should have strong writing skills and knowledge of database management software such as Microsoft Excel. A BA in Liberal Arts or Engineering required. MA/MBA preferred. *Location: Mountain View CA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Research Analyst, Telecom (IDC)
The Analyst of the Latin America telecom research group will direct the development of IDC's data communications research for Latin America. The program will focus exclusively on generating research related to data communications markets in Latin America. Included in the coverage will be data services, data hardware, and convergence issues. The analyst will contribute to research across the Latin America telecom research group and work with in-country analysts to develop regional expertise. The candidate must have outstanding project management skills to not only manage a project team across international boundaries but to balance multiple projects simultaneously. Candidate must have strong written, presentation, and analytical skills. The ideal candidate will have research/consulting background as well as professional experience in one of the above data communications areas. In addition to fluent English, strong Spanish or Portuguese language skills are also required. A Bachelor's degree is required. A Master's degree in a professional field such as business or international affairs is preferred. *Location: Miami FL*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Senior Analyst, Portable PCs (IDC)
This senior analyst position is responsible for leading IDC's research efforts in the area of portable PCs. The right individual should be articulate, dynamic, and energizing in team situations. Candidates must have good writing skills, excellent customer relations skills, and possess a thirst for learning in a fast-paced but friendly environment. IDC's mobile team needs a dynamic individual to work with a diverse client base and deliver research related to notebook/laptop design, market dynamics, wireless technologies, and mobile user issues. In the process, you will help define IDC's PC, mobile user, and mobile ebusiness initiatives. Mobile industry experience or research/forecasting experience is a plus. Knowledge of market research practices required. Candidate must have a working knowledge of MS Word and Excel. Bachelors degree required, Masters degree preferred. Teamwork mentality, sense of humor and 'can do' team attitude required! *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Senior Analyst, Smart Handheld Solutions (IDC)
This highly visible senior analyst position is responsible for leading IDC's research efforts in the area of smart handheld device solutions. The individual interacts with Palm Computing, Microsoft, Nokia, Motorola, and a diverse client base of mobile solutions vendors on a regular basis. This individual must be articulate, dynamic, and have an engaging presence. Candidates must possess good writing and customer relations skills, and display a thirst for learning in a fast-paced but friendly environment. You will deliver research related to handheld and wireless device markets, mobile device applications and solutions, and mobile user issues. This individual will be a key contributor to IDC's smart handheld device, mobile user, and mobile ebusiness research. Mobile industry experience or research/forecasting experience is a plus. Knowledge of market research practices required. Candidate must have a working knowledge of MS Word and Excel. Bachelor's degree required, Master's degree preferred. Teamwork mentality, sense of humor and 'can do' team attitude required! *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Sr. Analyst, Software Research (IDC)
IDC's Analyst Team specializing in Applications and Information Access Software (AIA) Markets is looking for a motivated, organized and collaborative professional with strong analytic skills to design and manage quantitative research projects and products pertaining to important IT industry topics such as Customer Relationship Management, Supply Chain automation and Vertical Industry Exchanges, eCommerce and eMarketplaces, workforce management, professional services automation, data warehousing, analytic applications, knowledge management, unified messaging, web content management, speech and natural language, ASPs. Requirements: statistical analysis expertise and a passion for quantitative research, strong written and verbal skills, a desire to build new research products and to improve research processes, and the business interest and drive to help promote resulting analyses through various IDC channels. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Account Executive, Services (IDC)
This is an outside sales position that requires a 2 to 5 years selling and quota carrying experience. Strong familiarity with computer industry a must. Previous sales of syndicated research a strong positive. Position is part of a focused sales team effort and will report to Sales Manager for Software and Service/West. Position will be responsible for finding approximately $700,000 of new business within nonexisiting IDC accounts throughout the US. Position requires 10% overnight travel. Very strong and assertive phone and selling skills a must, as well as a good team player and attitude. Strong computer skills a plus. Position available as of July 1, 2000. *Location: Mountain View CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Sr. Account Executive, GEA (IDC)
The Sr. Account Executive will be responsible for calling on Global Commercial 2000 companies in the following industries: financial (brokerage, banks, insurance), industrial, manufacturing and retail. Targets will include both technology adopters and eCommerce focused clients and prospects to maintain and grow base of these clients in their respective industries. The SAE will be responsible for developing new business within these industries. Prior experience selling market research, technology hardware & software, or services solutions to the CIO, CEO, VP level is a plus. In addition, experience selling solutions for both internal IT issues as well as external B to B markets is helpful. Proficiency in territory management skills and sales automation tools (Notes, Excel, Word, Powerpoint) and at least 3 years of outside sales experience is necessary. BA/BS preferred. *Location: Mountain View CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Worldwide SEKAI Product Manager (IDC)
This Global Product Manager will be responsible for the sales ownership of IDC's recently implemented Global Customer Relationship Management System. This critical, high-visibility position will manage global user requirements, development and manage a formalized change request process, and be a Worldwide "Product Champion" to maximize sales productivity, and ongoing return on investment. This position requires excellent communication and organizational skills, and will entail limited, but regular travel. Ideal candidates will possess proven product management experience, a sales background, and training skills. *Location: Framingham MA*
Contact: G. Lawrence, Fax: 508-935-4432, Phone: 508-935-4137, Email: glawrence@idc.com

Editorial Assistant (IDG News Service)
IDG News Service in Boston is seeking an Editorial Assistant. The successful candidate will be responsible for a range of editorial and administrative functions that support IDG's worldwide, real-time electronic news service. This entry-level position reports directly to the Editor-in-chief and offers exposure to all facets of News Service operation. Specific duties will include retrieving copy from IDG publications worldwide; organizing and maintaining News Service databases and library resources; basic research (with heavy emphasis on the Worldwide Web and other electronic media); event planning and organization; copy editing; and spot news reporting and writing. Journalism training and/or some professional experience is preferred, as is experience with or interest in computers and electronic publishing. Foreign language skills are a big plus. *Location: Boston MA*
Contact: E. Heichler, Fax: 617-423-0240, Phone: 617-239-7816, Email: elizabeth_heichler@idg.com

US Correspondent (IDG News Service)
IDG's daily, international news service seeks an experienced, high-energy journalist to cover the U.S. technology industry from our San Francisco news bureau. Wide-ranging responsibilities include covering trade shows, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents around the world to develop in-depth stories with uniquely global perspectives. Travel will be required. The ideal candidate has a broad understanding of the IT industry, as well as an impeccable command of AP-style news writing and editing, yet the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from handheld computers to mainframe systems and from wireless LANs to global communications networks. Strong computer skills and experience using a notebook PC in a remote computing are also a plus. *Location: San Francisco CA*
Contact: E. Heichler, Fax: 617-423-0240, Phone: 617-239-7816, Email: elizabeth_heichler@idg.com

Project Editor (IDG Books Worldwide)
The Project Editor is responsible for developing books conceptually and managing the writing and technical editing process. With the help of freelancers will commission outside technical reviews or developmental edits for each project, making sure that reviewers stay on schedule to meet publication deadlines. Will review manuscripts for organization and content. Will work with copy editors and production staff to ensure that all editorial changes have been incorporated, will traffic manuscript parts, monitor contractual obligations and maintain regular author contact. Requires 2 years minimum experience in publishing; degree preferred. Must be computer literate with knowledge of Microsoft Word, DOS, Windows and the Internet/Web. *Location: Foster City CA*
Contact: C. Yam, Fax: 650-653-7513, Email: cajobs@idgbooks.com

Research Analyst (IDG Research)
Working in IDG's Research Services Division, this individual will assist in the day-to-day activities involved in conducting market and media research studies. Responsibilities will include assisting in questionnaire development, report writing, graphics, statistical analysis, and miscellaneous administrative functions. Requirements include excellent writing and verbal communications skills, strong analytical ability, basic understanding of statistical methods, and the ability to handle multiple tasks. The ideal candidate will be detail-oriented, Macintosh proficient (knowledge of Microsoft Word, Microsoft Excel, Adobe PageMaker, and DeltaGraph a plus), and possess a college degree. Knowledge of the computer industry helpful. *Location: Framingham MA*
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

Sales Manager (IDG World Expo Company)
Responsibilities include domestic and international booth/sponsorship sales and cultivating new account opportunities within fast-growing IT markets. Candidates must be innovative salespeople who think beyond 10x10's and 20x20's. Candidates must become an expert within their given field and knowledgeable enough to find and cultivate common threads between their event and a prospects tradeshow needs. Candidates should possess a minimum of 5 years experience in technology sales. Trade show and/or conference sales experience preferable. Strong IT vendor knowledge and a proven track record of sales success required. The position is 95% over-the-phone inside sales; 5% face-to-face sales at competitive events as well as at client meetings. *Location: Framingham MA*
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

Marketing Assistant (InfoWorld)
InfoWorld seeks multi-talented individual to provide administrative and client services support for the Chief Marketing Officer (CMO). Representing the Marketing Department, you are the communications liaison who manage the CMO's schedule, office systems and client databases; and respond to inquiries and requests in a professional and proactive manner. Candidates must have a genuine enthusiasm for IT publishing, on-line and event sales, excellent oral & written communication skills, and time management savvy. Thoroughness and attention to detail and PC literacy in MS Office, Word, Excel and knowledge of Lotus Notes a plus. *Location: San Mateo CA*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

Receptionist (InfoWorld)
You will create a great first impression for our visitors and callers by delivering upbeat, gracious and professional phone and reception service! Meet, greet and screen visitors to InfoWorld, answer phone calls and providing basic, general information to callers and/or directing callers to appropriate staff. Coordinate conference room scheduling, receive incoming shipments, issue security access cards, provide light administrative duties for Office Services Department. Min. one-year previous experience in customer service orient position. Great verbal communication skills, including tact and diplomacy and basic telephone and reception protocols. *Location: San Mateo CA*
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: shirley_mcdaniel@IWP

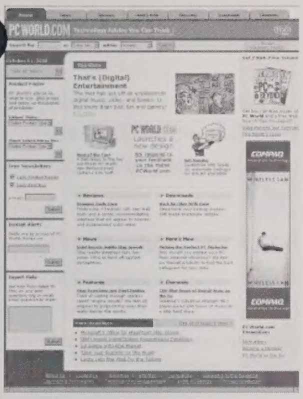
Account Executive (InfoWorld)
InfoWorld seeks a self-motivated team player to sell, prospect and maintain print and on-line businesses for our Western Region. In this role, the Account Executive will be responsible for making a revenue goal each month within the assigned territory; bring in at least 1 new account each month; maintain a protected account list and an open dialogue on prospective accounts; and establish new sales contacts. The position requires 1-3 years of sales experience; working knowledge of syndicated & market research; a basic understanding of print & on-line advertising; and excellent written/verbal communication skills. PC/Internet industry knowledge a plus. Ideal candidate will be open to new ideas, have a desire to manage their own accounts and take responsibility for them, possess tenacity and focus, and enjoy working with people. *Location: San Mateo CA*
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

LAN/WAN Services Director (Mac Publishing)
The LAN/WAN Services Director will define Mac Publishing's information processing strategy and will recommend, acquire, implement and maintain computer and non-computer-based systems to facilitate information-sharing and business decision-making. Job qualifications: BA or BS in Computer Science or equivalent; minimum 5+ years of experience in IT. Minimum 3+ year of direct management experience. Demonstrated track record of managing and working in a cross functional, cross platform environment and setting and achieving goals and objectives. Advance technical training in computer hardware and software, client-server computing , telecommunications, and networking required. Knowledge of Unix, NT, Windows, Mac, and multi-platform environments; server administration experience including database and mail server environments. *Location: San Francisco CA*
Contact: L. Heiberger, Phone: 415-243-3608, Email: lheiberger@macworld.com

Network Administrator (Mac Publishing)
Mac Publishing seeks a real networked-services individual to configure Eudora email, DNS, Viacom DHCP, Retrospect Backup, FileMaker Pro, FTP, Print and Online Production Applications, and more. The Network Administrator will work closely with the Server Administrator to insure that all users have the tools that they need to get their job done well. Qualifications include BA or BS in Computer Science or equivalent; minimum 3+ years of experience in IT. Demonstrated track record of managing and working a cross functional, cross platform environment and setting and achieving goals and objectives. Advanced technical training in computer hardware, software, and client-server computing required. Knowledge of Unix, NT, Windows, Mac, and multi-platform environments; server administration experience including mail, file sharing, backup, workflow and calendars. *Location: San Francisco CA*
Contact: L. Heiberger, Phone: 415-243-3608, Email: lheiberger@macworld.com

Senior Producer (Mac Publishing)
Mac Publishing is looking for a producer who has a wide range of skills. Project management, resource management, information architecture, functional specification, and QA. This is an opportunity to work with an established team who is ready for the next level of online functionality and content. Ideal candidate will have minimum 3+ years of experience in online project management. Demonstrated track record of accurate timeline and budget creation and maintenance for online projects in a publishing environment. Knowledge of web application development and online design. Strong interpersonal skills demonstrated through prior experience with online production team coordination.
Location: San Francisco CA
Contact: L. Heiberger, Phone: 415-243-3608, Email: lheiberger@macworld.com

Account Executive (Network World)
This is a great opportunity to gain inside sales experience and learn about advertising sales. Responsible for prospecting new clients. Individual must have a strong phone presence and effectively make prospecting/cold calls. Individual will also work in partnership with District Sales Managers, seek opportunities to break new business, conduct research and close sales. Qualified candidates must have excellent communication, interpersonal and customer service skills. Proven organizational and computer skills required and the ability to work in a fast-paced environment. Prior sales or media experience a plus. Individual must be able to work independently and as a member of a sales team. Familiarity with the high tech market a plus! *Location: Southborough MA*
Contact: M. Brunaccini, Fax: 508-490-6454, Email: hotjobs@nww.com



*For more information on PCWorld.com's redesign contact PC World Public Relations Manager **Amy Dalton** at amy_dalton@pcworld.com.*

PCWorld.com's redesign provides interactive tools, services

Looking to build its community while offering advertisers a more compelling online environment, PCWorld.com (www.pcworld.com) launched its redesigned Web site earlier this month. Long a Web pioneer and source for computer product buyers, the site's new, scalable architecture improves users' visits, streamlines and speeds the content, and provides new interactive tools and services.

Partnering with ePeople, an online marketplace for IT services and support, PCWorld.com now also provides PC World Expert Advice, an interactive online tech support service. The new site also will feature a Tip Finder, a detailed database of several thousand computer-related how-to tips. This month, in conjunction with Alerts.com, the site will launch a service that notifies users when articles of interest to them go up on the site. In the next several months, PC World's WebShopper online pricing engine will become more integrated with product reviews, culminating in a branded price-finding service. Alternative delivery options, such as AvantGo for wireless devices, will continue to be developed, and services such as online training are in the works for next year.

The redesign also includes new product categories and content channels grouped by area of interest. Channels scheduled to launch this year include Wireless and Mobile Computing, Digital Imaging and Business Computing.

"Advertisers will be able to sponsor a topic-specific channel, as well as target ads by product category horizontally across the site for impression-based campaigns," said **Gabrielle Green**, PCWorld.com associate publisher. To improve page performance, PCWorld.com also revamped the ad structure. The site will keep the best performing ads, such as FTP download ads, and add in-demand configurations such as vertical tower ads to increase click-throughs and overall effectiveness. WU

Computerworld Danmark

continued from page 1

The route that the pair plan to travel will take them south from Copenhagen through Italy, North Africa, Arabia, India and into Nepal. From there, they will fly to Malaysia and then Thailand, Laos, Vietnam, China and Japan. They will cross the Bering Strait and come down through Western Canada and into the U.S. into Mexico and down through South America to Chile, where they will once again board a plane and fly to New Zealand and then across to Australia, from where they will begin the trek home. Michaelsen said that he has given Lindberg and Louis-Jensen a list of IDG offices around the world and hopes that should the pair contact an office, they will be invited to stop by. Any IDG office interested in tracking their journey or contacting Lindberg and Louis-Jensen may do so via their Web site.

> *[Computerworld Danmark Managing Editor Rune] Michaelsen said that he has given Lindberg and Louis-Jensen a list of IDG offices around the world and hopes that should the pair contact an office, they will be invited to stop by. Any IDG office interested in tracking their journey or contacting Lindberg and Louis-Jensen may do so via their Web site, www.mondoride.com.*

Lindberg and Louis-Jensen have dedicated their journey to exploring the realities behind the Internet and discovering more about the global village that the Internet is helping to create. "In Denmark, we talk about e-commerce and WAP, but what do the Chinese, the Arabs and the people from Nepal talk about?" asked Lindberg, who has been designing Web pages for a couple of years and said he is looking forward to visiting the people creating homepages around the world. "Has the Internet had any impact on the small mountain tribes' ability to move, their social standard and their hopes for the future? As an idea the Internet has grabbed the world extremely fast, but what do the people around the world really use it for?"

COMPUTERWORLD

LARS BERTELSEN

Anders Lindberg (on ground) and Toby Louis-Jensen will file weekly reports to Computerworld Danmark during their 100,000-kilometer, 18-month motorcycle ride around the world.

The two adventurers in cyberspace will also produce television programs for the Danish public service television station, DR2, and they will keep their own English-language Web site, www.mondoride.com, up-to-date all the way.

"It is going to be fun to read about how all this advanced technology works under such hard conditions. Their ride is a funny mix of new and old," said Michaelsen. WU

noteworthy people

Fernando

IDG WORLD UPDATE

Agard

IDG WORLD UPDATE

Bell

IDG WORLD UPDATE

Arney

Weiss

Promotions

David Fernando has been appointed managing director of *PC Advisor* in the U.K. He joined IDG in February as online director, after serving as publishing director at Premier Media Partners, and was promoted to publisher of *PC Advisor* in July. "*PC Advisor* is a leading brand in a highly competitive marketplace and now sells an average of over 150,000 copies monthly – fast becoming the U.K.'s best-selling PC magazine," said IDG President and CEO **Kelly Conlin**. "David's expertise will accelerate *PC Advisor's* unprecedented success in the U.K. He is a seasoned professional with more than 15 years in the publishing industry and brings significant expertise in technology and marketing to his new role."

In Miami, IDC Desktop Publishing Specialist **Michelle de Anderson** has been promoted to Latin America Production and Quality Manager for Publishing Services and Technology. "Michelle's enthusiasm, dedication and willingness to do the impossible has been a tremendous asset to IDC since her hire in April 1998," said IDC Vice President, Operations **Patrick Hafford**.

New employees

IDG Corporate Communications Assistant **Kami Agard** joins the Boston headquarters office fresh from nearby Northeastern University, where she recently earned a B.A. in journalism. During college she interned at Creamer Dickson Basford in New York, *The Boston Globe*, Cahners Publishing and Lonsdale/Saatchi & Saatchi Advertising. A native of Trinidad, Kami enjoys kickboxing, weight training and community service work that involves children.

Previously an accounting intern at Spencer & Associates, **Susan Bell** is now an accountant with *GamePro*. She holds a B.S. in accounting from the University of North Carolina/Wilmington and enjoys biking, canoeing and running.

GamePro has hired **Jason Arney** as associate editor on its Strategy team. Ranked the No. 1 Soul Calibur player in the U.S., he is also the author of Tekken 3 and Tekken Tag strategy guides. He is currently studying philosophy and Japanese at San Jose (Calif.) State University and Foothill College in Los Altos Hills, Calif. When not at school he enjoys boxing and dancing, particularly ballroom and hip-hop, and "playing video games, of course."

David Weiss joins Mac Publishing in San Francisco as senior editor, reviews, coming from *MacHome Journal* where he was lead editor. He has a B.A. in English from Hampshire College in Amherst, Mass., and an M.A. in English composition from San Francisco State University. He enjoys wilderness hiking, writing music and road trips.

Mark Kehoe is the newest member of the InfoWorld.com staff where he is a desktop support manager. Mark holds a B.S. in managing information systems and is a Microsoft Certified Professional. Outside the office, he enjoys running, biking, working out, tennis, roller blading and collecting movies.

Previously an art director/photo editor with the Walt Disney Co.'s magazine publishing division, **Dave Kendrick** is *InfoWorld*'s first photo editor. He graduated from the University of Connecticut School of Fine Arts with a B.A. in graphic design and photography. In his spare time he is a freelance music critic.

Help Desk Administrator **Belinda Navarrete** comes to IDG Executive Forums from San Francisco-based e-business solutions company Ciber where she was a computer engineer. She earned a B.S. in computing from Robert Gordon University in Aberdeen, Scotland and likes to travel, camp and cycle.

David Mellor joins IDC in Framingham as a research analyst. He was previously a high school mathematics teacher and freshman football coach in East Greenwich, R.I. and won the 1999-2000 Radio Shack Outstanding Educator Award. He holds a B.S. in mathematics from Southern Connecticut State University, an M. Ed. in management from Springfield College in Springfield, Mass., and an M.A. in mathematics from Providence College in Providence, R.I. He likes to ski, run and play basketball.

F. R. "Dirk" Coburn joins IDC as research director for Java and XML. He previously ran Rational Expansion/Walnut Hill Partners, a consultancy specializing in market research and business development for small- to medium-size software, publishing and financial service firms. He holds a B.A. in economics from Harvard University in Cambridge, Mass., and is currently working on an M.B.A. from Babson College. He volunteers his time with Natick, Mass., schools and youth soccer.

Previously a senior art director at Cahners Publishing Co., **Todd Mitchell** is now creative services manager with IDC in Framingham. He holds a B.A. in art from Mohegan College in Norwich, Conn., and enjoys travel, tennis and spending time with his family, which is about to increase by one.

Wayne McClintock has joined IDC's Mountain View, Calif., office as a sales representative. He previously worked in finance and sales at Brickhouse Venture Capital. A graduate of the University of San Francisco with a degree in business and marketing, Wayne enjoys golf and photography in his free time.

All business units worldwide are welcome to send information for the Noteworthy page to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

17

Karin Wirth-Wernitz *IDG Germany*

14

Jeff DeBalko *IDG Global Communications*

13

Lew McCreary *CXO Media*

12

Don Kennedy *IDG Australia*

11

Karn Rokkedahl *IDG Denmark*

8

Iliana Dimitrova *IDG Bulgaria*
Aurelio Llorente *IDG Spain*
Joe Loiselle *IDC*

7

Jan Winser *IDG Australia*
Rebecka Simon *IDG Sweden*
Alec Brown *IDG New Zealand*
William Kerber *CXO Media*
Lisa Bloom *IDC*

6

Gabriele Heilmann *IDG Germany*
Sharon Cordesse *Mac Publishing*
Traci Gere *IDC*

5

Yasuhiro Watanabe *IDG Japan*
Sari Kalin *CXO Media*
Susan Green *PC World*

4

Jordanka Slavcheva *IDG Bulgaria*
Sandra Tan *Computerworld Singapore*
Henrik Olsson *IDG Sweden*
Roel Westerhof *IDC Benelux*
Amy McCabe *IDG List Services*
Annika Alford *IDC*

3

Andrew Glassock *IDG Australia*
Masaaki Moriyama *IDC Japan*
Hiroyuki Hatae *IDG Japan*
Jill Keaveney *Network World*

2

Svetla Asenova *IDG Bulgaria*
Fidel Angelov *IDG Bulgaria*
Bistra Papazova *IDG Bulgaria*
Peter Mörtsell *IDG Sweden*
Christer Pettersson *IDG Sweden*
Janis John *IDG Global Solutions*
Susan Bishop *IDG Global Solutions*
Rikke Page *IDG Global Solutions*
Doug Gray *IDG News Service*
Ellen Morey *CXO Media*
Sarah Hansen *IDG*

1

Amy Jarratt *InfoWorld*
Steve Lee *InfoWorld*
John Neel, Jr. *InfoWorld*
Himanshu Dayal *IDC Singapore*
Laura Doye *IDG U.K.*
Sara Norman *IDG Sweden*
Jonas Lindholm *IDG Sweden*
Elizabeth Price *Network World*
Ian Lamont *Network World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Embryo

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(www.embryo.nu), contestants had to show how their IT or telecom ideas had international potential. Business plans were judged on uniqueness, growth potential, profitability and the capabilities of the entrepreneurs themselves.

The evaluation has had several steps. All contestants, about 100, received written feedback about their plan within a week of submission. Out of the 100, eight finalists were picked out by Ernst & Young ePartners.

The finalists participated in an Expertise Day ("Kompetensdagen") on Oct.10 and met with specialists in marketing, public relations, IT, technology, economy, recruitment, finance and law to get more detailed feedback on their plans. They also had a chance to refine their business plans and presentations before the final judging. On Oct. 23 the finalists will enjoy a dinner with Embryo's sponsors.

On Oct. 24, all contestants who submitted business plans will join the finalists, venture capitalists, key players in Sweden's IT market and other entrepreneurs for a day of networking and seminars on venture capital. Attendees will be able to have private meetings with the 16 exhibiting companies that specialize in assisting entrepreneurs with the start-up stage of a product.

The finalists will present their business plans individually to venture capitalists and a seven-member jury that will include *Computer Sweden* Editor-in-Chief **Lars Dahmén**, *The Industry Standard Sweden* Publisher **Magnus Nygren** and executives from Startupfactory, Microsoft, Sjunnesson & Krook, Speed Ventures, and IBM NetGen.

The key people behind IDG Sweden's first venture capital event are all with the IDG Event and Conference group (L-R): Embryo Project Manager ***Louise Ahlsson****, Area Business Manager* ***Paula Lembke*** *and Sales Manager* ***Helena Linton****.*

The day will culminate with more networking and a grand awards ceremony during which the first, second and third place winners will be announced.

"We are proud to have the most important players from the Swedish venture capital market involved in Embryo," said Embryo Project Manager **Louise Ahlsson**, a member of the IDG Event & Conference team. "Embryo is planned to be a yearly event and several companies have already contacted us to be part of Embryo next year."

For more details contact Louise Ahlsson at louise.ahlsson@idg.se or tel: +46-8-453-63-35. WU

celebrating 10!

Name
Tracey Capen

Home
Alameda, Calif.

Joined IDG
July 1988 as an *InfoWorld* Test Center Technician.

Career path since joining IDG
Associate Editor in 1990, Senior Editor in 1993 (worked at Ziff's ill-fated *Corporate Computing* from '92 to '93), joined *PC World* as Executive Editor, Reviews and Testing in 1995.

Current title
Executive Editor, Reviews and Testing. Primarily, I'm responsible for producing *PC World*'s extensive product comparisons in print and single product reviews for PC World.com. My typical work day usually includes meetings with my extremely talented staff of 11 reviews editors and a dozen Test Center performance analysts, fielding pitches from PR flacks, helping with story development and product selection, database and spreadsheet consulting and top-level editing. There is never a dull moment.

Most challenging part of your job
Keeping up with the changes in technology. *PC World*'s reviews department has tackled everything from workgroup servers to digital cameras to the latest software utilities. Every month, as part of our Top 100, we evaluate 50 to 60 new desktops, home PCs, notebooks and peripherals — it's a lot of new technology to keep track of.

Best part of your job
Without a doubt, working with a terrific group of editors and lab techs. It's also fun to see and use the latest in personal technology.

Latest accomplishment
Managed to climb the north side of Mt. Shasta (at 14,161 ft., the second highest volcano in the U.S.).

What's kept you at IDG for 10 years?
Having the opportunity to write and edit stories on a topic that changes so incredibly quickly. That and a few pay raises thrown in.

Interests outside the office
Too many. Woodworking, photography, kayaking, sailing and reading are interests I keep up with on a regular basis. Exploring mountains as time allows.

Family
Wife Karen, daughter Kendra,15, and son Jason, 12.

Most rewarding thing you've ever done
Was, is and continues to be watching two kids excel at school and all those things that captivate their interest.

PC World's ***Tracey Capen*** *(right) was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating his 10 years of service to the company.*

What talent do you wish you had?
A gift for languages and music.

Dream destination
Anywhere extremely remote. Australia is currently on top of my list, followed closely by Alaska.

Five people — living or dead — you'd invite to dinner?
Edward Abbey, John Wesley Powell, Ernest Shackleton, Sir Edmond Hillary, Richard Francis Burton.

One possession you'd grab if your house were on fire?
After checking on the family and getting the dog out the door, 35 years of photographs.

Favorite vacation spot?
Haven't found it yet but determined to keep looking.

If you won the lottery tomorrow, you would
Move to Wyoming, Alaska or the San Juan Islands in Washington and travel six months out of every year. Or sit around with a pack of dogs at my feet and work my way through the local library.

Manager's profile
"Tracey's not only a journalist, but also a first-rate technologist, and most of the things that he writes about are things he has done. He's also an accomplished outdoorsman, the latest evidence being his jaunt up Mt. Shasta in July. We don't like to let Tracey out of the office for this kind of thing too often for fear he'll hurt himself and we'll be denied his services for a while. But he always comes back in one piece so things work out well."

— Kevin McKean, editorial director, PC World

Deepawali

The beginning of the Hindu New Year, Deepawali (or Diwali) celebrates Lord Rama's return to his kingdom after 14 years of exile. It is a five-day festival of lights (beginning Oct. 26 this year) symbolizing the lifting of spiritual darkness and the victory of righteousness. Each day is dedicated to a special thought or ideal. Twinkling oil lamps ('deepawali' means rows of clay lamps) light up homes to welcome Lakshmi, the goddess of wealth and prosperity, and fireworks are common. Homes are spring-cleaned and decorative designs are painted on floors and walls. Families and friends reunite, offer prayers and distribute sweets. For businesses, old accounts are settled and new books opened. It is a time to take account of one's life and remove anger, hatred, jealousy and bad habits and to renew hopes for the new year.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

IDG World Update

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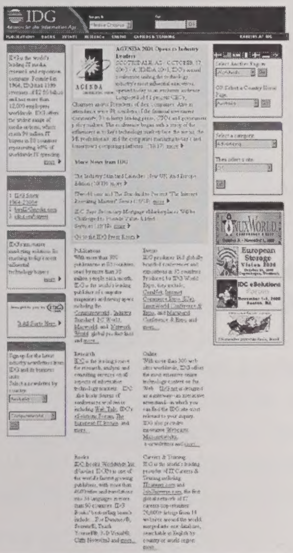
WWW.IDGWORLDUPDATE.COM

Revamped corporate site boosts IDG's competitive advantage

New site highlights international strength, product branding and e-commerce opportunities



IDG's corporate home on the Web (www.idg.com) now boasts its first comprehensive redesign in four years. Along with improvements in design, usability and technology including wireless delivery, the relaunched IDG.com highlights IDG's international strength, the branding of its products and e-commerce opportunities.

"The redesign of IDG.com represents a quantum leap in IDG's effort to use the Web to its competitive advantage," said IDG President and CEO **Kelly Conlin**. "Today, an effective corporate Web site is more than simply an online brochure, but rather an integral part of our customer relationship management and an effective tool in our effort to deliver the information that our customers need to do business with us efficiently."

Two major changes greet IDG.com visitors right from the start. First, the URL brings viewers not to a traditional home page but rather to a simple "splash page" with the high-profile statement "IDG is the world's leading IT media, research and exposition company." Second, the design and color scheme (predominantly warm orange tones) are consistent with the new IDG media kit and marketing materials, replacing the blue/grey color scheme of the old site.

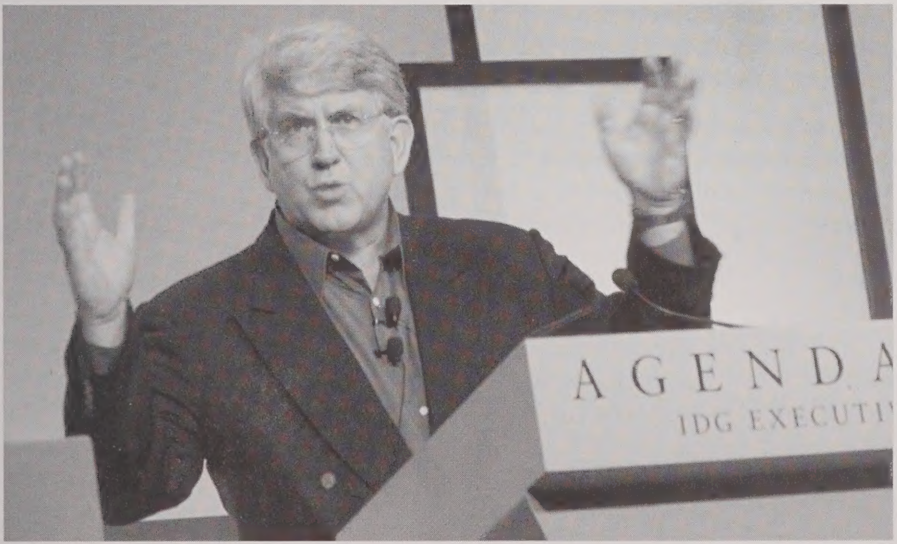
At the splash page, visitors have two link options: "IDG Corporate Information, Products and Services," which goes to a home page with the complete array of IDG offerings, or "Technology News and Information," which goes to IDG.net.

"We created the splash page to clarify what had been brand confusion between IDG.net and

continued on page 4

AGENDA 2001 focuses on industry influencers, importance of platform

If AGENDA 2001 attendees have anything to say about it, IDG's publishing future looks secure. The majority (52%) of senior-level technology executives, entrepreneurs, venture capitalists, investment analysts and government policy makers responding to a live on-site poll conducted by **Bob Metcalfe**, executive producer of the event, said they prefer to get information on the technology industry from the technology press. The next favorite was word-of-mouth (24%); the business media logged 14%.



AGENDA Executive Producer ***Bob Metcalfe*** *addresses attendees last week. "Attendees are making plans on stage, over dinner and in the hallways here at AGENDA 2001. I'm hearing plans for a growth spurt in wireless technologies, a drastic change in the infrastructure of the Internet and a new drive to perfect speech interfaces," he said.*

And if attendees are correct, much of that news in the coming year will focus on the growing importance of operating platforms including Wintel, Linux and Unix as well as the ubiquitous influence of the Internet and the proliferation of Net-connected wired and wireless devices.

AGENDA 2001, IDG's 14th annual invitation-only conference that gathers the technology industry's most influential executives to explore trends and identify the issues likely to dominate the industry's agenda the next year, attracted an audience composed of 61% CEOs, chairmen and/or presidents of their companies. Also in attendance at the event, which ran Oct. 14-18 in Scottsdale, Ariz., were 88 members of the financial investment community, 30 representatives of industry-leading press organiza-

continued on page 5

Las Vegas debut in the cards for Internet Entertainment Expo

IDG World Expo has an ace up its sleeve that it plans to play March 20-22, 2001, at the Las Vegas Convention Center. That's when the first Internet Entertainment Expo (IEX) will be held in conjunction with IDG Games Media Group, publisher of *GamePro* magazine.

"The focus and educational value of the Internet Entertainment Expo addresses a growing need in the market," said **Charlie Greco**, president and CEO of IDG World Expo. "The time has come for an event that is created and designed specifically for the buyers and sellers of tools, services and training for delivering entertainment content over the new public networks." IEX will also offer a conference program and forums created by the market's top visionaries and analysts.

> *"IEX is all about Internet entertainment – movies, books, TV, games, anything to do with entertainment broadcast across the Internet. It will present not only products and services, but the tools and infrastructure required to disseminate them."*
>
> *— John Rousseau*
> *IDG Games Media Group*

The announcement of IEX follows the release of IDG Games Media's *2000 Industry White Paper* (see *IDG World Update*, July 10, 2000), which predicts the growth of broadband connectivity will drive online entertainment. More than 20 million homes in the U.S. are projected to have broadband Internet access by 2003, and online entertainment is expected to lead usage, according to IDG Games Media, IDC and Media Matrix.

"Our advertisers and readers alike continue to raise the bar on the offerings and expectations of the on-line gaming and entertainment experience," said **John Rousseau**, president and CEO of IDG Games Media Group and publisher of *GamePro* magazine. "We are excited to partner with IDG World Expo to create an event that will bring together the key executives and managers that will move this industry forward. We believe this has the potential to be the Comdex for Internet entertainment."

Asked to distinguish between IEX and the similarly named Electronic Entertainment Expo (E3), a non-IDG event owned by the Interactive Digital Software Association, Rousseau said that the latter is a show for retailers and strictly for the gaming business. "IEX is all about Internet entertainment – movies, books, TV, games, anything to do with entertainment broadcast across the Internet," he said. "It will present not only products and services, but the tools and infrastructure required to disseminate them."

Rousseau said the audience for IEX is not only the people who are bringing the end-user products to the market but also those who supply the necessary technology and can educate people about how to use it.

According to **Rob Scheschareg**, vice president of events at IDG World Expo, IEX will target the firms that want to better understand online-content delivery services and products, a market that no exposition currently seems to be addressing. He said he expects the show to attract entertainment CTO's, technical professionals and managers who want to build or improve the networks they use to deliver online content.

Scheschareg noted that while other entertainment trade shows address only one or two segments of the market, IEX "will address the needs and issues that are of great importance to a wide array of entertainment content executives and managers."

World Expo has secured more than 300,000 square feet for IEX – "that's more space than Macworld Expo occupied in New York," Scheschareg said – and is hoping to see 350 to 300 exhibitors unfold their booths there.

For more information contact IEX Marketing Manager **Amy Letichevsky** at amy_letichevsky@idg.com or go to www.idgworldexpo.com.

Upcoming events

Storage Networking World Conference & Expo
Oct. 30-Nov. 1
Renaissance Orlando Resort and Conference Center
Orlando, Fla.
www.computerworld.com/SNW

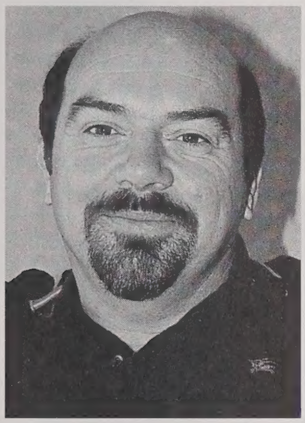
LinuxWorld Conference & Expo
Nov. 7-9
Putra World Trade Center
Kuala Lumpur, Malaysia
Contact: **May Loo**, IDG World Expo/Asia
mayloo@idgexpo.com.sg
www.linuxworldmalaysia.com

iDentity
Nov. 30
Sheraton Palace, San Francisco
www.thestandard.com/events/calendar

InternetWorld Japan
Nov. 30-Dec. 1
Makuhari Messe, Chiba City, Japan
www.idg.co.jp/expo/iw

executive Q and A

Martin Taylor
The managing director of IDG New Zealand is this week's columnist.



IDG New Zealand at-a-glance

Location Auckland

Year established 1986

No. of employees 75

Titles *Computerworld, CIO, Reseller News, PC World, Unlimited.* Launching this quarter: *Net Magazine* a monthly A5-sized magazine aimed at consumer and small business markets, sold mainly on newsstands, and *WebBusiness*, a bimonthly magazine aimed at medium to large businesses with mainly controlled circulation.

Events Computerworld Expo, CIO Conference, Computerworld and PC World Awards, Linuxworld, InTEP CIO Forum (with IDC).

Web site www.idg.co.nz

Recent accomplishments

- Launch in September of the InTEP CIO Forum, a joint venture with IDC that serves as a "vendor-free" zone for top CIOs to network. The venture is already profitable.
- Finishing another fiscal year with every part of our business in great shape!

Q Give us a capsule view of IDG New Zealand's competitive position in the IT communications market.

A IDG NZ has 56% of ad pages in computer-related publications with our IT titles and 40% of the monthly business market with our "new economy" business magazine, *Unlimited*. Three competitors hold the balance of IT market's pages: a local publisher with a strong consumer Internet title; a division of the big Australian media group Fairfax, which publishes a *CIO* competitor and has several more titles planned; and a Murdoch-related company publishing a weekly IT newspaper competing with *Computerworld*.

We sell research, run events and have a significant Web presence with IDGNet and JobUniverse. The Net poses a special challenge for us because most of NZ'ers' surfing is done on foreign sites, especially U.S. This partly explains why, despite very high Internet user penetration, NZ has a limited market of local content. We'd like to find a way to work with our U.S. colleagues to actively direct NZ surfers to IDG's U.S. sites rather than competitors like CNET and ZDNET (which are Kiwis' current favorites).

Q How is *Unlimited* different from *The Industry Standard*? Is the *Unlimited* concept transportable to other IDG business units? Are you tempted to join the *Standard* bandwagon and launch that title in *Unlimited*'s place?

A I recently visited an agency media buyer who told me about a debate she had just had with one of her colleagues. Is *Unlimited* a business magazine or a technology magazine? They couldn't decide. That debate indicates how *Unlimited* differs from both traditional technology and business magazines.

We wanted to produce a magazine that would expose a wide range of business executives to information technology and to its impact on how business will be done. To achieve this, we knew we had to produce a magazine that would cover more than just technology and the Internet.

Unlimited, in fact, replaced an earlier "technology in plain language" title for managers that had failed to get reader or advertiser traction, probably because few non-IT executives want to regularly read 100% technology. They want it mixed in with their wider management concerns because in real life they deal with many types of challenges. So *Unlimited* is an eclectic mix of technology, business and personal career development. It's written in a slightly irreverent style, presented with great design, and aims to make business issues popular and accessible. It has struck a chord with New Zealand's forward-thinking executives.

One of the important consequences is that we have been able to attract advertising from a wide range of IT, business and luxury consumer brands. In fact, more than half of *Unlimited*'s advertising is business and consumer related.

When a significant Internet industry develops in New Zealand, we would expect to launch an *Industry Standard* which can sit quite comfortably with *Unlimited*. Meanwhile, in our tiny market where the dot-com advertising boom hasn't really struck, we've been able to produce a magazine that has the dot-com high ground but isn't reliant on it for advertising or readership.

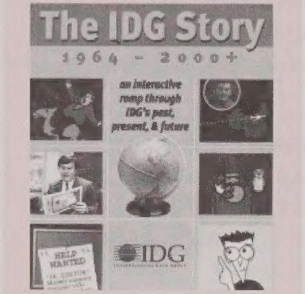
Will *Unlimited* work in other markets? Quite probably. While little of the content of *Unlimited* is transportable, I think its approach to weaving technology with wider business issues to attract forward-thinking executives is one that can work.

Q Those of us not from Down Under tend not to distinguish between Australia and New Zealand, but they certainly do have their own identities. What are New Zealand's distinctive qualities in terms of the IT market itself and readers and advertisers therein?

A In most measures of technology adoption, NZ and Australia are very similar, the main difference being that NZ is one-fifth the size. Despite our small population (3.8 million), most major manufacturers have a direct presence and most products are sold here. Our readers, of course, prefer to read about their local market so there is very little readership of Australian computer titles here (and vice versa). NZ and Australia share similar challenges with advertisers who run a very high percentage of their pages in newspapers and the business press because of the efficiency of these vehicles in small markets.

Martin Taylor may be reached at martin_taylor@idg.co.nz. Part 2 of his column will appear on Oct. 30.

The IDG Story: an interactive romp



The mission of the new IDG.com site is to tell customers who we are and what we do and how they can buy our products. The "who are we" question can be best answered by a close look at IDG's corporate culture and, given that it is a 36-year-old company with its founder still actively at the helm, IDG has an enduring and clearly defined corporate culture.

That corporate culture is on display through a new link on IDG.com: "The IDG Story 1964-2000+. "Subtitled "an interactive romp through IDG's past, present and future," it is a collection of streaming videos that illustrate stories about IDG's early days, the company's values and its future. And a "romp" it is, with lighthearted, animated graphics combined with humorous interviews and nostalgic recollections by current and former employees juxtaposed with more serious reflections about IDG's direction and mission.

"There are amazing stories about the start of this company, and those stories are a rich embodiment of what this company is," IDG President and CEO **Kelly Conlin** said. "The IDG Story is meant to be a richer tapestry of who and what we are than a simple 'About IDG' link."

The Values segment, in particular, highlights IDG's unique corporate culture. "Lots of companies have values, but the consistency of our values is what's important," Conlin said. "This consistency helps people understand and trust their own instincts and how to move their

continued next page

Revamped site

continued from page 1

IDG.com," said IDG Global Communications President **Jeff DeBalko**, whose team redesigned and reengineered IDG.com. "Before we relaunched the site, we found that 45% of people were going to IDG.com primarily to access the technology news found on IDG.net. With the splash page, we can quickly get viewers to the information they need."

The "IDG Corporate Information, Products and Services" page now more clearly distinguishes between company news (in the central gray box area) and links to more information about IDG's six core lines of business: Publications, Books, Research, Events, Online (online technology content via IDG.net, e-newsletters, Webcasts, micronetworks) and Careers and Training (ITcareers, JobUniverse.com).

International strength

One glance at the home page now visually confirms that IDG is indeed a global company. An array of country flags heads the fourth column on the page with another innovation: options for visitors to select regional home pages. In the worldwide view, which is the default, visitors see an international variety of items: news stories related to IDG's core businesses as well as upcoming event banners, newsletters and e-commerce choices. Everything on the page is context sensitive, so when visitors select an Asia, EMEA, Latin America or North America view, the news, events, e-commerce and other links target that geographic region. In the same selection box, visitors may choose to go directly to the home page of any IDG business unit.

E-commerce

IDG.com now has a prominent section on the home page for buying IDG products. Users may select from 11 product categories such as advertising, books, research and conference registration, target the product line they're interested in, and they will be linked directly to the appropriate IDG e-commerce site. Another innovation is BuyIDGmedia.com, which lets customers purchase online and print advertising space in U.S. publications and Web sites. BuyIDGmedia.com is the first application of its kind in the industry, and future enhancements include an online RFP capability, the addition of international publications and Web sites and customization to reflect individual customer preferences and discounts.

Another area, IDG.com/buyers, directs advertisers to interviews, case studies and white papers on how to most effectively reach technology buyers. Easy-to-access sign-ups for the latest free industry newsletters from IDG and its business units can be selected by country and product line.

"Bringing all of IDG's e-commerce sites to the front page of IDG.com will give customers a very comprehensive view of IDG's commitment to building effective ways to serve customers online," Conlin noted.

Branding

IDG.com now clearly defines each of IDG's product lines for publications and events. On the home page, below the news section, there are links to event and publications profiles (the latter maintained by IDG Global Solutions via its Publications Database), which can be selected through a regional or worldwide view. Links point visitors to descriptions of IDG's activities regarding market research, books, online technology content (IDG.net and more) and careers and training.

"We in Europe are delighted with the recent changes to the design of IDG.com — it is visually attractive, very clear and quick to load," said IGS EMEA President **John O'Malley**. "Even more important, it provides a central kernel of branding for IDG, which many other marketing activities can leverage. IGS EMEA will certainly try to bring this look and feel into many other areas. We can 'act local' whilst still getting huge benefit from the obvious global strength that the new IDG.com implies."

IDG Global Communications will monitor the site to make sure links are working and information appears timely. If something is not correct, Global Comm will contact the group that is responsible for that portion of the content.

DeBalko's team spent a significant amount of time on improving technology and content management capabilities. "With the old IDG.com, virtually all the content management had to be done by programmers. Now, most content is either maintained by end users or automatically imported from other IDG data sources. IDG Global Solutions' Global MIS Manager **Karen Battley**, Asia/Pacific Global Web Support Center Director **Mark Evans**, IDG Corporate Communications Manager **Sarah Hansen** and IDG.com's lead developers, **Dan Velasco** and **Charles Corpuz**, played significant roles in improving the site in this regard," he said.

DeBalko emphasized that the vitality of IDG.com depends on the participation of business units worldwide. Business units should send URLs for e-commerce sites and e-newsletters as well as any business unit press releases — especially press releases from business units outside the U.S. – to Global Comm (globalcomm@idg.com) for posting on the site.

For more information on IDG.com contact Jeff DeBalko at jeff_debalko@idg.com.

Week of October 23, 2000

Ad Sales Account Representative (CCI/Crosby Publishing)

Join a growing custom publisher with this terrific opportunity! We need a motivated, creative individual to maintain current accounts and build new business selling print ads in a national K-12 education magazine, online ads and direct marketing programs. Primary sales categories include cable TV programmers and educational technology. Proven media sales record of 2-5 years, excellent oral and written communication and presentation skills, some travel. Graphics/design abilities a plus. PC/Mac experience with ACT and MS Word. Competitive base salary plus commission and bonus. Send resume & cover letter to: N. Bohn, CCI/Crosby Publishing, 214 Lincoln St., Suite 112, Allston, MA 02134.
Location: Allston MA
Contact: N. Bohn, Fax: 617-254-9776, Email: ninabohn@ccicrosby.com (PDF or text only)

Hr Assistant/Receptionist (Computerworld)

HR Assistant/Receptionist (part-time) In this combined, 30 hour/week role, you will be responsible for covering the front desk, directing incoming calls and assisting the human resources department with a wide variety of programs and projects. This position has some flexibility in terms of hours but candidates must be able to work in the afternoons. The ability to multi-task and handle confidential information professionally is a must. If you have strong customer service skills, good computer and organizational skills, a professional demeanor and an interest in exploring a career in Human Resources, this is a unique opportunity to expand your horizons. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Mailroom Clerk (IDC)

Provide day to day support to conference rooms, audio visual equipment, kitchens and employee work requests. Answer incoming General Services hotline phone calls, log and respond to call or dispatch Building Management. Responsible for processing incoming and outgoing mail. Deliver mail to departments. Assist with departmental and individual employee moves. Assist in Copy Center, operate Ricoh 850 Copier as needed. Strong customer service sense. Ability to work on a fast paced team as well as execute independently. Ability to lift and move up to 80 pounds. High School Degree. *Location: Framingham MA*
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Intern, Latin America (IDC)

Major responsibilities will include collecting and building a database of business, labor, economic demographic data from most recently-available in-country resources for the top 6 markets in Latin America and assisting analysts with analysis of market research survey data, proofreading/copyediting written reports, developing market research survey questionnaires, and overall coordination of survey process. *Location: Miami FL*
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Intern, Latin America (IDC)

Responsibilities will include assisting consulting team in the development of proposals, workplans and survey instruments, in addition to coordinating project deliverables with in-country analysts and conducting data analysis and qualitative editing for Latin America regional consulting projects. Intern will also be involved in carrying out strategic initiatives to enhance regional consulting process based on IDC Worldwide best practices. *Location: Miami FL*
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Operations Manager (IDC)

Reporting directly to the Group Vice President, the Operations Manager will be responsible for overseeing a diverse set of operational business units within IDC Latin America including: HR, PS&T, Systems and Support, and Administration. The Operations Manager will also directly manage relationships with the 5 Independent Representative offices of IDC in the region to assure resources and infrastructure will be in place to meet our growth prospects. *Location: Miami FL*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Senior Quality Assurance Engineer (IDC)
IDC's Interactive Products & Services Group seeks a Senior Quality Assurance Engineer to ensure high quality standards for our interactive internet products. As a critical member of the IP&S team, the QA leader will deliver all aspects of QA services, including defining test plans, writing test scripts, executing testing procedures, and documenting QA results for new and existing interactive products. QA tests include functionality and regression and limits testing, bug tracking, integration testing, and user acceptance testing. As a Senior team member, the QA leader will also consult with other IDC Product Managers and Developers to help them understand and incorporate strong QA processes into the application development lifecycle. The Senior QA engineer will help build QA processes, the QA toolkit, and ensure a consistently high level of quality is achieved for all development. The ideal candidate will have 3+ years experience in QA, strong written and verbal communications skills, and experience testing web-based applications in a Java, Netscape/Explorer environment. Additional experience with Lotus Notes, SQL Server, and Win95+ desirable. College graduates preferred.
Location: Framingham MA
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Online Advertising Reporting & Analysis Coordinator (IDG Communications)
IDG Communications is looking for an Online Advertising Reporting & Analysis Coordinator in the San Francisco office. Reporting into the Production Manager, the main responsibilities for this position include monitoring online advertising campaign fulfillment, generating client tracking and analysis reports, monitoring the overall performance of specific sites within the IDG network, and performing site analysis and research on specific IDG websites. This position requires strong skills in Excel, analytical skills for data and statistical manipulation, the ability to work with deadlines, and strong communication skills for both sales and client interaction. *Location: San Francisco CA*
Contact: L. Hwang, Email: linda_hwang@idg.com

Interactive Sales Associate (IDG Communications)
IDG Communications seeks a Sales Associate for our Interactive Sales team. This position works closely with ad sales representatives to build and maintain strong client relationships and reports to the Director of Interactive Sales. The Sales Associate will coordinate internal "pre-sale" activity with the Interactive Sales team and IDG site representatives to develop, construct and deliver comprehensive online advertising proposals for prospective clients. The Sales Associate is also responsible for overseeing all "post-sale" campaign activity, including campaign tracking and reporting, to ensure the timely posting and successful delivery of all campaigns. This is an excellent position for learning all aspects of internet advertising. Ideal candidate will have strong administrative, computer and phone skills along with, preferably 2-3 years of business experience. Prior internet sales experience a plus. Candidate should be able to work well both independently and as a member of the Interactive Sales team. *Location: Framingham MA*
Contact: B. Binan, Fax: 203-351-1089, Phone: 203-351-1085, Email: bill_binan@idg.com

Research Analyst (IDG Communications)
IDG Communications' Research team is hiring a Research Analyst to provide analysis and forecasting of the IT Market to assist the VPs of Business Development in the sales process. Responsibilities will include: analyzing existing research, aggregating research and developing reports and PowerPoint presentations; responding to client inquiries; and contributing to the sales process by presenting research trends to IDG's key clients (e.g., Intel, IBM). This is a growth opportunity that will expose the candidate to the hottest aspects of e-business, telecom, hardware and software research. Qualified candidates will possess excellent presentation skills, strong writing and analysis capabilities, client relationship development skills, strong interest in IT trends and markets, and a chance to participate in the sales process.
Requirements: BA/BS, and 3-5 years of industry/related experience. *Location: San Francisco CA*
Contact: V. Heistermann, Fax: 603-699-5652, Phone: 415-974-7357, Email: volker@idg.com

Tokyo Reporter/Correspondent (IDG News Service)
IDG News Service, the breaking news wire arm of International Data Group is looking for a reporter/correspondent for our Tokyo bureau. You will be working alongside our existing Tokyo correspondent reporting on breaking IT industry news, attending press conferences and conducting interviews, as well as assisting with copy editing and some production tasks. Ideal entry-level position for someone with the right language skills who seeks to build journalism experience. Fluency in English is essential and strong Japanese skills are desirable as is a good knowledge of the Japanese business and IT landscape. *Location: Tokyo Japan*
Contact: E. Heichler, Fax: 617-423-0240, Phone: 617-239-7816, Email: elizabeth_heichler@idg.com

Internet Systems Administrator (IDG.net)
The Internet Systems Administrator will join the small, dynamic group that designs and manages IDG.net, the central Internet portal for IDG. IDG.net offers a search engine system in 14 languages and a content category hierarchy interface to help users find specific information fast from IDG's vast network of Web sites. IDG.net also provides daily newsletters, breaking news alerts, and other custom services. The Systems Administrator will be part of the technical team that supports a group of editors using a proprietary publishing system. Requirements include 5+ years experience programming Internet systems, Unix administration, Apache, and familiarity with Sun hardware, Web site architecture and client interaction, HTML, and Javascript. Candidates should be experienced with Perl in the Solaris/Linux/Apache environment. Experience with modperl, mod-rewrite, Java, SQL, and search engine technology are desirable.
Location: San Francisco CA
Contact: B. Cappel, Fax: 415-267-4558, Phone: 415-267-4564, Email: bill_cappel@idg.net

Associate Archive/Fulfillment Coordinator (IDG Books Worldwide)
The Associate Archive/Fulfillment Coordinator is responsible for archiving all new titles and for filing and tracking archives of new IDG Books Worldwide titles and other archival material. Works directly with Production, Editorial and other IDG departments to provide accurate materials on a timely basis. Experience using Macintosh hardware and software in a networked environment, specifically desktop publishing, illustration/image manipulation, on-line services, and database packages. Experience with archiving and backup procedures desired. *Location: Indianapolis IN*
Contact: C. Secrist, Fax: 317-572-4001, Email: csecrist@idgbooks.com

Associate Pre-press Technician (IDG Books Worldwide)
The Associate Pre-press Technician is responsible for day-to-day production and preparation of all files going to the print vendor's. This position will support Foster City, Indianapolis, and any other offices and will also be responsible for troubleshooting system, software and print problems as they arise internally or in relation to vendors' ability to work with our files. Requirements include: four years of Mac OS systems experience, including hardware and software troubleshooting, and system conflict resolution; experience and complete comprehensive knowledge of the print process from files to paper a must; four years experience in the following program language: Apple Script or other programming languages; working knowledge of the prepress function as seen from the print vendor; five years of prior Desktop Publishing experience, color and design experience preferred. Thorough knowledge of Adobe PageMaker version 6.5 , Adobe Acrobat, Photoshop, Illustrator, Apple script, QuarkXpress software. *Location: Indianapolis IN*
Contact: C. Secrist, Fax: 317-572-4001, Email: csecrist@idgbooks.com

Associate Production Project Coordinator (IDG Books Worldwide)
The Associate Production Project Coordinator is responsible for assisting the Project Coordination team with completing tasks so that all elements are prepared and come together correctly and on time. Giving support in administrative areas as needed. Knowledge of book publishing, Word, Quark, PageMaker, FileMaker Pro, and Excel would be a plus.
Location: Indianapolis IN
Contact: C. Secrist, Fax: 317-572-4001, Email: csecrist@idgbooks.com

Graphic Illustrator, Nights (IDG Books Worldwide)
The Graphic Illustrator is responsible for rendering color, grayscale, and line art illustrations, naming and organizing of files for placement in IDG publications. In addition to illustration duties some scanning of images using flatbed and transparency scanners, image enhancement, and clean up as necessary. Minimum 2 year degree in Technical illustration, comparable field or 3 years of experience in related field. Thorough knowledge of PhotoShop and Illustrator or Freehand on a Macintosh platform. Must be a self starter that is self motivated and takes initiative. Other software knowledge a plus (PageMaker, Quark, other graphics programs). *Location: Indianapolis IN*
Contact: C. Secrist, Fax: 317-572-4001, Email: csecrist@idgbooks.com

Graphic Technician (IDG Books Worldwide)
The Graphic Technician is responsible for efficiently converting screen captures and graphics to a determined format and size, with minimal corrections. Naming and organizing of files for placement in IDG publications. Has ongoing communication with the Supervisor of Graphics and Design to ensure art completion as scheduled. Thorough knowledge of PhotoShop and Illustrator or Freehand on a Macintosh platform. Other software knowledge a plus (PageMaker, Quark, other graphics programs). *Location: Indianapolis IN*
Contact: C. Secrist, Fax: 317-572-4001, Email: csecrist@idgbooks.com

Page Layout Supervisor (IDG Books Worldwide)
The Page Layout Supervisor is responsible for assessing and adhering to schedules and procedures, and allocate resources to ensure timely completion Page Layout of book interiors. Continually evaluate quality, procedures, processes, standards, software, and workflow to improve product quality and the efficient use of resources. Evaluate performance and track staff productivity. Provide training, supervision, and leadership to enhance production capabilities. Work closely with Production Control Manager and other Production Department managers to ensure Communication flow and maintain consistent procedures and standards. Requires sound, broad Macintosh technology/software base experience; extensive knowledge of QuarkXpress, Adobe PhotoShop, and PageMaker for the Macintosh as used in a books, magazine or cyclical projects; working knowledge of MS Word, Excel, Applescript, FileMaker Pro for the Macintosh and conversion between PC/DOS/Windows and Macintosh platforms; must have a firm, approachable management style with a soft touch based on serving both the staff and the customer; and must be flexible, inventive, creative, pro-active, a leader. *Location: Indianapolis IN*
Contact: C. Secrist, Fax: 317-572-4001, Email: csecrist@idgbooks.com

Page Layout Technician (IDG Books Worldwide)
The Page Layout Technician is responsible for merging text and graphics into complete pages per established specifications. Understand schedule requirements and maintain productivity levels and standards. Has ongoing communication with the Supervisor of Page Layout, Project Coordinators, Quality Control staff and other PLT's to keep on top of projects, processes and procedures. 2 years of prior Desktop Publishing experience, color and design experience preferred. Requirements include: sound, broad Macintosh technology/software base experience; extensive knowledge of QuarkXPress and/or Adobe PageMaker for the Macintosh as used in a books, magazine or cyclical projects; working knowledge of FileMaker Pro, word-processing software, Excel for Productivity spreadsheets, and conversion between PC/DOS/Windows and Macintosh platforms. Must be able to maintain teamwork as many players try to achieve the same goal of a high quality product and handle a high volume of work with few errors. Experience with color, design, and book production are beneficial. *Location: Indianapolis IN*
Contact: C. Secrist, Fax: 317-572-4001, Email: csecrist@idgbooks.com

Account Manager (IDG Executive Forums)
Responsible for generating revenue for executive conferences through sponsorship commitments. Individual must be able to simultaneously represent multiple events and establish long lasting high level relationships. The job requires an understanding of the details of conference management and the ability to extract the necessary selling features from operations to secure the sponsorship. Individual must have a minimum of 3-5 years experience in sales with a thorough knowledge of the sales process and the ability to identify decision makers within targeted accounts. Individual must be able to generate and deliver presentations, negotiate contracts, keep thorough records of all assigned accounts in his/her territory and manage a dynamic sales territory. Position reports to the Sr. Sales Executive. *Location: San Mateo CA*
Contact: L. Browne, Fax: 415-243-3694, Phone: 415-243-3649, Email: lisa_browne@idg.com

Inside Sales Coordinator (IDG Executive Forums)
IDG Executive Forums is seeking an Inside Sales Coordinator to support in the sponsorship sales efforts for our leading executive conferences. Qualified candidate should have 3-4 years prior sales administration experience, strong detail orientation and the ability to manage multiple tasks at one time. Candidate is required to be PC proficient with a thorough knowledge of Excel, Powerpoint, Word and Lotus Notes. The position is instrumental to all sales support functions that are necessary to manage a portfolio of high profile financial, high technology and industry infrastructure companies in the hottest growth markets. Candidate must have the ability to research various companies in various market segments quickly and efficiently using the Web. Candidate should be an energetic and enthusiastic self-starter with excellent telephone skills and customer service experience with high level clients. Career opportunities within sales and event management a possibility for the right candidate. *Location: San Mateo CA*
Contact: L. Browne, Fax: 415-243-3694, Phone: 415-243-3649, Email: lisa_browne@idg.com

Digital Prepress Specialist (InfoWorld)
InfoWorld is seeking an experienced prepress technician to handle a variety of digital prepress needs. The position requires strong digital 4/C prepress skills, an understanding of the 4/C printing process. Troubleshooting & prepping files for press. Proficiency on the Mac using QuarkXpress, Adobe Illustrator, Adobe Photoshop & a knowledge of PDF are required. 4/C scanning and color correction skills a plus. Excellent communication skills, flexible hours & ability to work independently & meet tight deadlines are required. *Location: San Mateo CA*
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Marketing Specialist (IT Careers)
ITCareers, IDG's recruitment solution for the Information Technology community, is seeking a Marketing Specialist to prepare presentation materials; coordinate and follow-up on weekly supplements with writers, production department and graphic designers. Other responsibilities include the creation of and maintenance of lead generation; coordination of the research function; establishing and maintaining vendor relationships; the coordination and implementation of marketing materials, collateral, tradeshows and events. This position also supports the Marketing Director and the sales team as needed. A qualified candidate needs a college degree and a minimum of 1-2 years of working experience preferably in the sales or marketing arena. The ability to handle multiple tasks and adhere to strict deadlines as well as excellent organizational and communication skills a must. Computer skills required include: Excel, PowerPoint, Word, Lotus Notes and Internet experience. *Location: San Mateo CA*
Contact: K. Flanagan, Fax: 650-286-2770, Phone: 650-312-0544, Email: kelli_flanagan@itcareers.com

Associate Editor (ITworld.com)
In this growth position, you will work with senior editors, the managing editor, and editor as needed for research and writing content for various sections of the ITworld.com Web site, including hardware and software products, networking, careers and management. The successful candidate will be expected to produce accurate, thorough assignments and deliver them on deadline. A Bachelor's degree is required, English or journalism is preferred. Duties include writing, editing, and posting content to the Web site. A strong interest in learning about technical and business computing issues is a must. Excellent writing, journalistic, analytical, and communication skills are essential.
Location: San Francisco CA, Southborough MA
Contact: J. Davidson, Fax: 508-303-9788, Phone: 508-269-2964, Email: jobs@ITworld.com

Senior Editor, Networking (ITworld.com)
ITworld.com is looking for a senior editor to oversee editorial coverage for the networking, security and other sections of the site. Strong editing and Web packaging skills required. Five + years experience in high-tech media is required; Web experience is a plus. Using your knowledge of the industry, you will be identify areas of coverage, create content, grow traffic, assign stories to freelancers or staff and edit them for content and production. You will also manage Web site pages, work with other editors to grow user participation, and contribute to developing overall site direction and strategy.
Location: Southborough MA
Contact: J. Davidson, Fax: 508-303-9788, Phone: 508-269-2964, Email: jobs@ITworld.com

Art Director (Mac Publishing)
Macworld, the #1 Macintosh resource, is seeking an experienced Art Director. Duties to include: collaborate with editors and designers to conceptualize and plan Macworld covers, features, departments and special projects; assign and art direct Macworld editorial illustration and photography; supervise art assignments from editorial planning/concept stage through final color approval; design features and other editorial design projects assigned by supervisor; responsible for obtaining all art elements required for design and layout assignments. The Art Director will also back up Design Director on design projects and management duties as requested. Candidates should have at least 3-5 years work with publication art direction and design. Fluent in QuarkXPress; experience with Adobe Photoshop and Adobe Illustrator. Must be organized, have excellent communication skills and good conceptualizing abilities. *Location: San Francisco CA*
Contact: S. Anderson, Fax: 415-422-0766, Phone: 415-243-3591, Email: sanderson@macworld.com

Associate Designer (Mac Publishing)
Macworld, the #1 Macintosh resource, is looking for senior level Associate Designer for the Art Department. Duties to include: lay out and design Macworld editorial departments and features; assign and art direct Macworld editorial illustration and photography and information art, and be responsible for meeting deadlines on assigned projects and ensure quality control on all layout and art direction assignments through final color proof. The Associate Designer will also assist Online Design Director with web design, graphics, and maintenance of websites. Ideal candidate should have 3 to 4 years minimum of work with print publication design. Some web design experience preferred. Design education. Excellent skills with QuarkXPress, Adobe Photoshop and Adobe Illustrator a must. Good project-management skills and knowledge of electronic print production are essential. *Location: San Francisco CA*
Contact: S. Anderson, Fax: 415-422-0766, Phone: 415-243-3591, Email: sanderson@macworld.com

Art Assistant (Network World)
Award-winning design department of weekly magazine is seeking a multi-talented Art Assistant to join our team. Responsibilities would include obtaining publishing rights and returning original art and tearsheets to illustrators, photographers and agencies. Additional responsibilities would be maintaining our photo archive and image libraries, preparing award submissions, scanning/correcting images and assisting with the design of information graphics. You must have a great attitude, be highly organized and be comfortable in a deadline-driven environment. Will train.
Location: Southborough MA
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Sales Assistant (Network World)
Excellent opportunity exists for an experienced Sales Assistant who enjoys a fast paced environment and a variety of assignments. In this position you will work closely with and support the sales efforts of two District Sales Managers. You will also be responsible for coordinating events, ordering supplies, conducting Internet searches, database management, travel arrangements, file management, fulfilling customer requests, and assisting co-workers as needed. To qualify for this highly visible position you must be proficient in a Microsoft Office environment (Word/Excel/PowerPoint) and have the ability to use the Internet for research work and email. The successful candidate will have excellent organizational skills with a high attention to detail. In addition you must have excellent communication and customer service skills.
Location: Southborough MA
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Technical Editor (PC World)
A key member of the editorial staff, the Technical Editor's responsibilities include editing manuscripts for technical accuracy and appropriate technical content; supporting the editorial staff on technical aspects of stories; and keeping abreast of new technologies, standards and trends, and educating staff. The ideal candidate will have 5+ years of publishing experience in the technology industry, and have a journalism background with expert knowledge of technology.
Location: San Francisco CA
Contact: J. McKie, Fax: 415-974-7316, Phone: 415-978-3185, Email: julie_mckie@pcworld.com

company forward."

The IDG Story highlights include:

Origins
Close to a dozen interviews, with several featuring former President **Walter Boyd** and Executive Vice President/Finance **Bill Murphy**. In "The Importance of Tic Tac Toe on IDG," IDG Chairman **Pat McGovern** recalls his first brush with computers. "A Camel in Paris" is about an expo-presentation-gone-awry in Paris that has to be heard to be believed.

Growth
VP/Corporate Controller and Treasurer **Ted Bloom** started out as in the mailroom in 1967 and recounts the early days at McGovern's home known fondly known as "The Grey House" in Newton, Mass. "Pat's family finally had to move out in 1969 because we needed the bedroom for more employees!" Bloom said.

Future
Conlin outlines IDG's five growth strategies: 1) extend the product lines globally, 2) provide varied services to users, 3) further develop events, 4) expand our career development services for IT users and 5) e-IDG: infiltrate the Internet through everything we're doing.

Values
Ten employees each reflect on one of IDG's corporate values. There is also a "phantom" Corporate Value 11: "Enjoy your work and have fun." In it is a montage of McGovern attired in his various holiday corporate video motifs (James Bond, Superman, the Wizard of Oz and more) all sandwiched between clips of him parachuting from an airplane holding the sign "IDG is #1!"

Business Units
In the coming months, this section will showcase the history of business units around the world.

A soon-to-be activated "Story Exchange" button invites visitors' responses to the stories and any stories of their own about influential IDG people, the corporate values, success stories or other experiences they've had with IDG.

AGENDA 2001

continued from page 1

*AGENDA 2001 Executive Producer **Bob Metcalfe** with attendees Steve Kirsch, CEO and founder of Propel, and Pam ALexander of Alexander Ogilvy.*

tions, CTOs and government policy makers.

The theme of this year's AGENDA was 'The Juice': who has the influence and how are they using it to affect change in the industry? The conference began with a study of the influencers in today's technology marketplace: the media, the PR professionals and the companies managing today's and tomorrow's computing platforms. In a pre-conference poll of attendees Metcalfe uncovered the following beliefs:

- 49% said the media is responsible for "hype" in the technology industry.
- 71% said the media is an active participant in shaping public opinions.
- 41% said they perceive PR agencies as essentially logistics managers for corporate PR activities.
- 64% said the media have too much influence and affect on the public markets.

The conference's opening speaker, Walt Mossberg of *The Wall Street Journal*, discussed the coming "Napsterization" of copyright and brand-intensive industries including television, movies, books and print media. Mossberg referred to the "digital tidal wave" brought on by the rise and growth of the Internet that has diluted the influence of long-established media brands, cautioning that big media companies can survive only if they are willing to change their business models to capitalize on wide distribution of content.

In order to consider the technology industry's agenda for the coming year, the AGENDA 2001 attendees discussed computing platforms, asking questions such as: 'Does platform matter?' and 'What will the Internet look like in 2001?' Leaders of Compaq, Red Hat and Sun Microsystems presented their visions of the future importance of Wintel, Linux and UNIX and discussed the advantages and disadvantages of open-source technologies.

Metcalfe's poll of attendees found the following:

- 48% — the Internet will be the most important operating system in five years.
- 81% — platform choice matters.

"The goal of AGENDA is to create an environment that promotes forward-thinking discussion and planning for the technology elite," said **Lia Lorenzano-Kennett**, president of IDG Executive Forums. "The energetic dialogue that took place ensures that AGENDA 2001 will, once again, lead to a comprehensive agenda for the coming year."

An innovation at this year's AGENDA is the production of a report describing the participants' goals and projections for the technology industry in 2001. The report will be published during the first quarter of 2001 and will combine insight from industry veterans including Metcalfe and IDG Executive Forums Vice President, Editorial **Chris Shipley** as well as predictions formed in AGENDA 2001 conference sessions from leaders of new and established companies. The report will be available on IDG Executive Forums' Web site (www.idgexecforums.com).

In another first this year, AGENDA served as the launch pad for a new mobile phone instant messaging technology from Intanda. Under terms of an exclusive agreement between the two companies, attendees at all of IDG Executive Forums will be able to use this technology to discreetly send and receive text messages with other attendees throughout the conference. In addition, IDG Executive Forums can use the technology to issue important conference updates to users' phones.

"IDG Executive Forums is in the business of recognizing significant technologies, and Intanda's service leapt out at us as useful and smart," said Lorenzano-Kennett. "Our goal is to connect executives with each other and with the right information at the right time, and Intanda will help us do it."

Among the event's sponsors were Alexander Ogilvy Public Relations Worldwide, Battery Ventures Cambridge Technology Partners, Citigate Cunningham, Credit Suisse First Boston Technology Group, Incendio International, InfoWorld Media Group, KPMG LLP, Merrill Lynch Technology Group, Wayport Inc., and Ben & Jerry's Homemade Inc., which has been a sponsor for years and puts on a much-anticipated ice cream social for attendees.

noteworthy people

Kilgus

Parsons

Doyle

Tapper

D'Angelo

Rocheleau

Promotions

Jörg Kilgus, previously co-editor-in-chief of *Computerwelt*, has been named publisher at IDG Austria following Managing Director **Manfred Weiss**' retirement. Jörg joined the company in 1998 as a freelancer and took on a succession of editorial responsibilities that included shaping IDG Austria's online activities and establishing an online production team that is an integral part of *Computerwelt* editorial. Before joining IDG he worked in marketing and public relations for a technology company. "Jörg is an energetic young man with excellent management skills," said IDG Switzerland Managing Director **Gebhard Osterwalder**, who also oversees IDG Austria. "In only a few weeks he has reorganized the company, focusing on team spirit and motivation. I am sure he will lead the company to a bright future."

Previously senior training and development coordinator, **Laurie Parsons** has been named associate training and development specialist at IDG Human Resources in Framingham. She will have project management responsibility for the whole catalog of IDG Training & Development courses and take the lead on corporate training programs such as the U.S Publishing Institute. "I would like to recognize Laurie for her dedication to understanding the needs of our clients and to the quality of our programs and for her success in delivering the best in timely and relevant IDG education products," said Senior Training and Development Specialist **Connie Raleigh**.

Cynthia Doyle, IDC senior analyst in the IS Outsourcing and BPO, is now program manager, IT and Offshore Outsourcing Strategies research. Said **Richard Brewer**, program director of Infrastructure Services Research Group, "Cindy has worked diligently over the past year to change the name (and direction) of her program to reflect a growing worldwide interest in offshore firms (i.e., firms located in regions such as India, Eastern Europe and the Caribbean) that provide outsourced IT services to U.S. and multinational customers. Cindy has helped compose several highly successful presentations on the Offshore Outsourcing market and has worked toward strengthening relationships with industry leaders at both U.S. and Indian firms."

David Tapper, IDC senior analyst, Networked Infrastructure Management Services, has been promoted to program manager of that division. "Since hitting the ground running with the former Network and Desktop Outsourcing Services program, David's research area has become more successful than ever, bringing in scores of new clients and addressing cutting-edge issues of computing utility and Internet data center services in the new managed IT environment," said Richard Brewer, program director, Infrastructure Services Research Group. "David's work with industry leaders such as Exodus and Level 3 has made him a highly sought-after speaker in his field."

ITworld Senior Audience Development Manager **Charlie D'Angelo** has been promoted to director of audience development. "Since he joined ITworld a short five months ago, Charlie has done a tremendous job of bringing our Webcast promotions to new levels," said **Ann Roskey**, vice president of audience development. "He asks questions at every juncture, analyzes the results and puts what we have learned into practice. We now have a comfortable process in place that can be expanded upon as we grow this area of our business."

Cheryl Rocheleau makes the move from senior product marketing manager at ITworld to director of marketing communications. "Cheryl has elevated our public relations effort, which has resulted in some very nice hits in key areas of the press," said Ann Roskey, vice president of audience development. "She's also brought to the table a lot of creative ideas for implementing high visibility, impactful marketing communications on short bucks. (We like that!) Her creative thinking and can-do attitude are a real asset."

Network World Account Manager **Enkutatash "Enku" Gubaie** has been promoted to senior account manager/special projects leader in the Direct Response Advertising Group. "Enku continues to dominate her territory," said **Richard Black**, director of Direct Response Advertising. "Her market share for the past year has been consistently at the 43% mark in a four-book market. Her dedication and great attitude are a constant within our department."

Kristin Ballou has been promoted from *Network World* event sales manager to senior event sales manager. "In her two years with *Network World*, Kristin has proven herself to be a star sponsorship sales person," said **Andrea D'Amato**, sales director, Strategic Partnerships. "She has made great strides with major accounts such as AT&T, Marconi, Cisco/ArrowPoint, and sold new accounts such as Storability. Kristin will continue to sell and manage accounts along the East Coast, plus take the lead as event product champion for all 2001 White Paper/Event packages."

Network World Group Sales Manager **Sandy Weill** is now event sales manager. "Since joining the events group in November 1999, Sandy has proven she can wear many hats within our group," said Andrea D'Amato, sales director, Strategic Partnerships. "From selling on-site seminars to selling second- and third-tier accounts to upselling small and medium companies into platinum sponsorships she has achieved great results. In her new role, Sandy will sell and manage accounts in Northern California, the Northwest and upper Midwest regions."

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Lloyd Cohen *IDC*

11

Angeles de la Marca *IDG Spain*
Ginny Pohlman *IDG Communications*

10

Andrew Gore *Mac Publishing*
Duane Hampson *PC World*

9

Yumiko Ohshima *IDG Japan*
Steven Pelosi *IDG*
Glenys Mercado *IDG*
Stephen Hendrick *IDC*
Daniel Gentile *Network World*

8

Maria Lindström *IDG Sweden*

7

Paul Curthoys *GamePro*
Kent Persson *IDG Sweden*
Carolyn Johnson *CXO Media*
Sean Weglage *Network World*

6

Richard Morland *IDC U.K.*
Edward Porter *IDG New Zealand*
Charles Helliwell *IDG Global Solutions*
Keith Waryas *IDC*
Joanne Johnson *IDC*
Sharon Chin *Network World*
Mary Kaye Newton *Network World*

5

Brian Sours *GamePro*
Jessica Larsson *IDG Sweden*
Mary Scanlon *IDG*
Jackie Goodman *Mac Publishing*
Robin Briskin *PC World*

3

Danny Lam *GamePro*
Jennifer Plonka *InfoWorld*
Anders Dacke *IDG Sweden*
Juan Perez *IDG Communications*
Brian McDonough *IDC*

2

Simon Tonner *GamePro*
Roger Valdez *GamePro*
Jennifer Berger *Macworld*
Kristine Koropp *InfoWorld*
James Eibisch *IDC U.K.*
Carina Nilsson *IDG Sweden*
Nicole Drew *IDG Communications*
Ekapat Chareonlarp *IDG Global Solutions*
Jennifer Berger *Mac Publishing*
Deni Ahnstedt *Network World*
Sheryl Hodge *Network World*

1

Ann Glynn *GamePro*
Camille Kruse *InfoWorld*
David Smedley *IDG Australia*
Johan Mattsson *IDG Sweden*
Mark O'Donnell *ITworld.com*
Mark Schlack *ITworld.com*
Ronald Bettencourt *CXO Media*
Nallisa Nally *IDG*
Brett Larson *Mac Publishing*
Tara Gibb *Mac Publishing*
Claude Lavoie *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

New employees

Previously a senior software engineer with Fidelity Investments, **Vladimir Zelinski** is now lead Web engineer with ITworld.com. A graduate of Odessa Polytechnic University with a Ph.D. in mathematics, IT and control systems, he enjoys sports, music and spending time with his family.

Lisa Olivas joins ITcareers in San Mateo, Calif., as Western sales associate, coming from the University of California/San Francisco's Mount Zion Hospital where she was a patient care coordinator. A student at San Francisco City College studying graphic design, she also likes to rollerblade.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Framingham-area employees participate in fundraiser to fight against breast cancer

IDC
Analyze the Future
Making Strides against breast cancer
AMERICAN CANCER SOCIETY
OCTOBER 15, 2000 BOSTON
IDC
Analyze the Future
Making Strides against breast cancer
AMERICAN CANCER SOCIETY

IDG WORLD UPDATE

Six employees from IDG and IDC in Framingham, Mass., showed both community and corporate spirit when they participated in the "Making Strides Against Breast Cancer" five-mile walk in Boston on Oct. 15. IDC Manager of General Services ***Suzanne Woodruff*** *adorned the charity's T-shirts with the new IDC "Analyze the Future" logo on the back for the IDC/IDG team. The team raised $2,760 in donations, and, with matching funds, their contribution to cancer research totals $4,525. The participants were (L-R): Woodruff, IDG Bookkeeper* ***Barbie Schwab****, who walked with her daughter Kacie; IDC General Services Associate* ***Steve Rivers****; IDC Research Editor* ***Daniela Cimino****. Not pictured: IDC Financial Analyst* ***Abbie Ba*** *and IDC Ergonomics and Senior Copy Center Specialist* ***Marianne Nichols****.*

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Dave Reinsel** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Honorable mentions

"Who told you to hit the 'esc' key?"
Radha Vichare, *IDC*

"I told you the auto-run feature in that back-up program wasn't going to work!"
Richard Graves, *IDG Books*

"Ralph, check your hearing aid! Ya really think tech support said 'back your drive up into Windows?'"
Vicki Halloran, *IDG Books*

"No! No! I said 'Close the window' not the door!"
Rob Springer, *IDG Books*

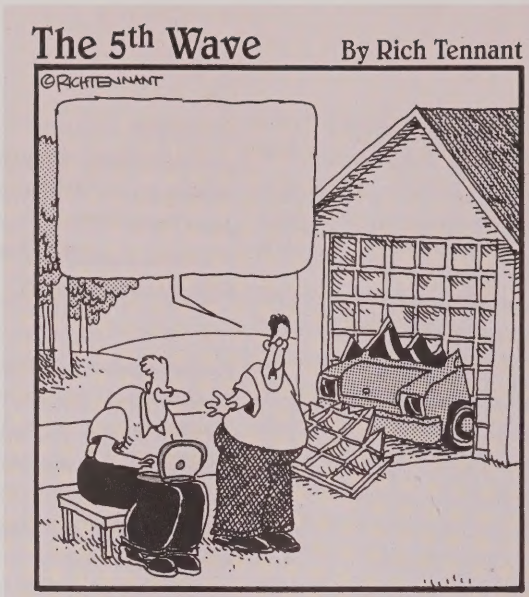
"Call me crazy, but I think your wireless connection probably shares the same frequency as Ryan's garage door opener."
Ian Lamont, *Network World*

"No! No! You don't want auto backup! Quick, hit UNDO! I thought you said you knew Autocad!"
Ray Boggs, *IDC*

"Whoa! What are you doing? That's the garage door opener, not the cordless mouse!"
Mike Ferreira, *Network World*

"Well, I guess I broke through that firewall."
Tina Phelps Jimenez, *PC World*

"What's your problem? Haven't you ever had a crash while backing up?"
Al Gillen, *IDC*



"UNDO! UNDO!"
Dave Reinsel, *IDC*

"When you said 'back up' I thought you meant the car!"
Terry Sanders, *Network World*

"You Mac users are all the same, always talking about Windows crashing."
Eos de Feminis, *Macworld*

"You told me to back up my system — now look what happened!"
Sandy Weill, *Network World*

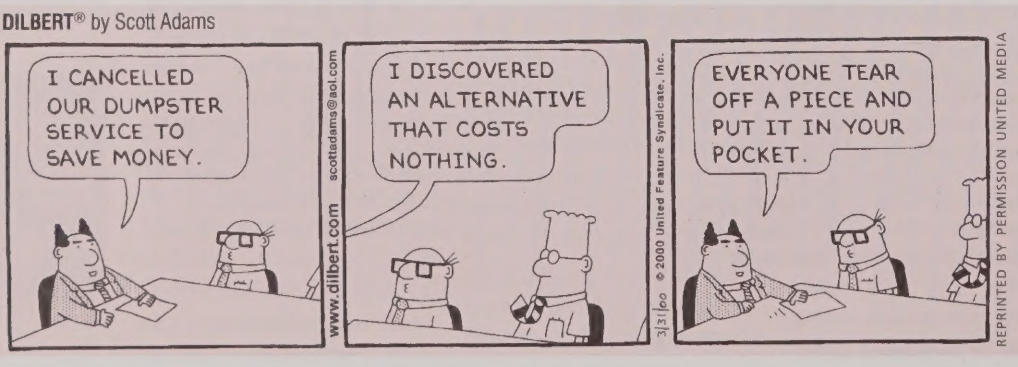
"You think maybe you should have networked your garage the same time you networked your car?
Bill Kinsey, *IDG Books*

"OK, one more time. It wasn't a crash, it was a correction."
John Gomez, *GamePro Media Group*

Rich Tennant's original caption:

"Okay — you were right, I was wrong. F5 opens the garage door, and F6 backs the car out."

DILBERT® by Scott Adams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and finally.

GWSC meeting Oct. 30-Nov. 1

For an up-to-the-minute report on the agenda for IDG's first North American Online Meeting, to be held in San Francisco Oct. 30-Nov. 1, go to http://www.supportcenter.com or contact Executive Editor **Lisa van der Kamp** at lisa_van_der_kamp@idg.com. Discussion sessions will be held in the areas of online advertising, business management, editorial, sales and marketing and technical applications.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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WWW.IDGWORLDUPDATE.COM

Check out *IDG World Update's* new "Around the world with IDG" on pp. 4-5 and send in news from your business unit to appear next time!

IDG Australia fields crack 'Olympic team' of its own

Away from the bright lights of track, field, court and pool at the recent Sydney 2000 Games, another crack team of Olympians were going through their paces.

IDG Australia's Olympic news team shows off 'medals' awarded them by Managing Director ***Don Kennedy*** *in recognition of their hard work during the Games. (L to R):* ***Kelly Mills****,* ***Peter Scott****,* ***Luisa Bustos****,* ***Sandra Van Dijk****,* ***Greg Canfell*** *and* ***Richard Noone****. Absent:* ***Hendra Rusmana*** *and* ***Heidi Woof****. (The medals were in fact $100 vouchers to a local department store.)*

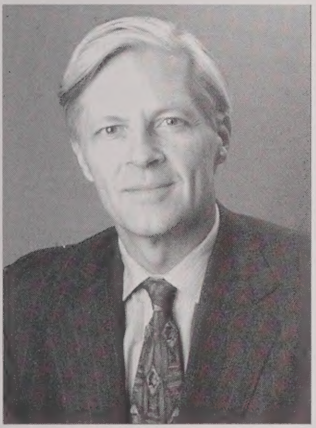
IDG Australia's 'Olympic Team' was a group of dedicated reporters — drawn from across the disparate business units of IDG Australia — who covered daily news relating to technology, Sydney and the Games. The team was headed by **Luisa Bustos** and included **Greg Canfell**, **Kelly Mills**, **Richard Noone**, **Peter Scott** and **Sandra Van Dijk**.

The IDGers wrote more than 40 stories ranging from technology sponsors' roles and performances, Web wraps, 'pirate' Olympic sites, new communications systems for the weather bureau, the impact the Games had on Sydney-based companies and organizations, not to mention the infamous cauldron glitch at the opening ceremony. Additionally, they covered a rolling series of announcements from the local IT industry that aimed to lift the technology profile of Sydney while so many international business executives were visiting.

The team posted news daily to dedicated Olympic pages associated with IDG Australia's publications, including *Computerworld*, *Australia Reseller News* and *PC World*. The Web pages also included a different feature story each day of the 17-day event, taken from IDG's comprehensive archive of Olympic stories, while an archive of IDG Olympic stories was

continued on page 2

Former LA Times exec named president, CEO of InfoWorld Media Group



Robert Magnuson

Robert Magnuson has been named president and CEO of InfoWorld Media Group. With more than 23 years of publishing and editorial experience, Magnuson was most recently senior vice president for *The Los Angeles Times*, one of the largest metropolitan daily newspapers in the U.S. In this role, he had responsibility for circulation, regional editions and the newspaper's national edition. He established trend-setting marketing and distribution partnerships with leading Spanish-, Chinese-, Korean- and Vietnamese-language newspapers to achieve new circulation and advertising opportunities and launched an ambitious community news operation.

"Bob has an impressive background of sales, marketing and editorial experience and a proven track record of achieving strategic goals," noted IDG President and CEO **Kelly Conlin**. "Bob will add depth to an already strong management team at *InfoWorld* and will accelerate *InfoWorld's* comprehensive strategy for serving the emergent CTO community with a weekly print publication, *CTO First Mover* magazine, online site and numerous events."

From 1996 to 1997, Magnuson served as president of *The Los Angeles Times'* Orange County edition, where he increased circulation for two consecutive years and consistently exceeded advertising revenue goals in the newspaper's most competitive market. Prior to that, he held the position of busi-

continued on page 6

in brief newsworthy

IDG Ventures hosts third Portfolio Meeting

IDG Ventures last month sponsored its third annual Portfolio Meeting, bringing together the CEOs of the companies in which it has invested, as well as industry experts for a networking and knowledge sharing event designed to build relationships and enhance the success of these fledgling ventures.

*IDG Chairman **Pat McGovern** (back row, second from right) joined participants at IDG Ventures' third annual Portfolio Meeting for an afternoon of bicycling through California's Napa Valley. The group managed to squeeze in tours of several of the area's wineries along the way.*

This year's event took place at Meadowood in Napa Valley, Calif., with CEOs, IDG Ventures staff, board members and their families in attendance. Among the speakers were IDG Books CEO **John Kilcullen** and VA Linux CEO Larry Augustin who shared their experiences presiding over IPOs, and **Kit Gould**, general partner of IDG Ventures Europe (and former publishing director of *PC Advisor* in the U.K.), who spoke on the entrepreneurial and technological climate in Europe.

An uninvited guest proved to be a highlight of the meeting's second day. During Stagecast CEO Larry Tesler's presentation, Bill Furlong of B2B Works quietly interrupted to point out a snake making its way across the carpet. According to **Donna Bachle**, executive assistant, who organized the meeting, no one moved. "The funniest thing was, a few people said later they thought he was using a new technical term that they weren't aware of and so did nothing." Finally, Furlong repeated, "There's a snake!" and everyone stood up to see what he was pointing at. "Lowell Selvin [CEO of Online Partners], now known to us as Crocodile Dundee, picked up the snake and wrestled it to the door while the presentation continued," Bachle said. It was only later that they discovered it was a juvenile rattlesnake and Selvin had been slightly bitten. "Fortunately it was more like a scratch but that didn't prevent Lowell from returning to the meeting clutching his jugular vein and announcing: 'The only thing that will stop the poison is another infusion of capital!'"

Participants also enjoyed an afternoon of bicycling and wine tasting up and down the Napa Valley's Silverado Trail. Many miles were covered and many vintages were sampled, demonstrating the IDGV CEO group's judgment and stamina!

IDG Ventures was formed in 1996 to help IT entrepreneurs grow innovative, successful companies on a global basis. Headed up by Managing General Partner **Pat Kenealy**, the company has offices in San Francisco and London and has invested in 26 companies to date.

For more information about IDG Ventures, contact Donna Bachle at 415-439-4420 or donna_bachle@idgventures.com.

IDG Australia

continued from page 1

also included on the page. IDG's Online Director **Ben Gerholt** and his Web development team of **Heidi Woof, Hendra Rusmana** and **Andrew Brew** were an integral part of Team IDG's effort, building piles of new Web pages at very short notice.

Unlike Atlanta, there were no big IT-related disaster stories at the Sydney Games. The IDG Australia team said the most interesting issues of the Games were the use of the Internet (the IOC banned Internet streaming of video and audio coverage) and IBM's performance at its last Olympic Games, given that it has decided to end its 40-year technology association with the Olympics.

Team captain Luisa Bustos said that while the Olympic experience was hard work, it was well worthwhile. Among the many Olympic memories the team carried away were:

- Sandra Van Dijk covering a press conference for the U.S. track and field team, including outspoken speedsters Michael Johnson and Maurice Greene.
- Bustos getting to hold an Olympic Torch and riding on the first solar- and wind-powered passenger vessel.

However IDG's Olympic team members agreed that the biggest highlight of a frenetic two weeks was the chance to mingle with journalists from all around the world — and sharing a beer (or three) with them!

*Thanks to **Steve Ireland**, general manager, IDG Australia, for contributing this article.*

News Service welcomes IDG editors to Comdex newsroom, luncheon

Once again, the IDG News Service will set up a working newsroom at Comdex in the Royal Hotel and Casino, just down the street from the Las Vegas Convention Center at 99 Convention Center Drive. From Monday, Nov. 13, through Thursday, Nov. 16, the newsroom in rooms 518-520 will be open 8 a.m. to 8 p.m., and 8 a.m.to 10:30 a.m. on Friday. Journalists from any IDG publication are invited to use the facility, which will be equipped with telephones, printers, a fax machine and PCs, plus phone lines for making modem connections back to the home office and an ISDN Internet connection, guaranteed at 64KB. There will also be four workstations on the network, all having standard browsers, Internet connectivity and access to a network printer, and two phone lines for modem dial-out use, a fax machine and a stand-alone printer for direct local printing.

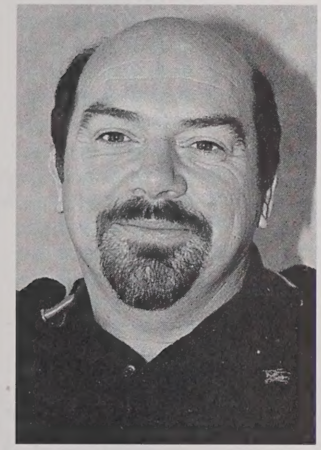
On Sunday, Nov. 12, the News Service will host an international editors' meeting for visiting IDG journalists, with a buffet luncheon followed by some lively discussion. Editors are invited to come prepared to talk about some of the challenges facing their publications at the moment — how the market is changing, how they see readers' needs changing and what their strategies are for dealing with it.

For more information about the newsroom or to RSVP for the lunch meeting, please contact News Service Editor-in-Chief **Elizabeth Heichler** at tel: 617-239-7816, fax: 617-423-0240, or elizabeth_heichler@idg.com.

executive Q and A

Martin Taylor

The managing director of IDG New Zealand is this week's columnist. Part 1 appeared Oct. 23.



Q The events part of your business is growing. What's been the secret of your success with the now-profitable Computerworld Excellence Awards?

A I can't take any of the credit. I thought awards events always had to lose money! The credit goes to our events manager **Anne Simpson** who, with her own dedication to excellence, overhauled an event whose first two years were loss-making. The CW Excellence Awards are user awards presented to the best IT projects and people in a dozen categories (IT Manager of the Year, Best Project Implementation, Best Use of IT in Education, etc.) It's judged by a panel of some three dozen judges who are respected industry experts from user, vendor, academic and consulting communities. The awards are presented at a high-profile annual black tie dinner attended by a "who's who" of the industry.

Anne's formula for success was a meticulous attention to detail and an intense dedication to looking after the people involved: sponsors, judges, entrants, guests. The result was an impeccably managed event that boosted revenue and satisfaction levels among all its constituencies dramatically, was a great brand-builder for *Computerworld,* and turned from a large loss to an impressive profit.

Q Your company was one of the early participants in JobUniverse. How healthy is that part of your business and do you have any tips for business units just getting involved with online recruitment?

A Our JobUniverse.com now has more jobs (3,000-plus) listed than any other job site in NZ, including general sites like Monster NZ. In fact, it's been incorporated into a key national economic index that tracks the health of the overall job market. It also makes money for us. It needs committed resources to be successful and, of course, job listings. Our approach to securing these was to concentrate on helping recruitment agencies to be successful.

The vast majority of the site's jobs have come from recruitment agencies that pay to be on JobUniverse even though many of our competitors offer their listings free. We've invested a lot of effort in building automated systems to help them get their jobs online, and we've marketed JobUniverse carefully with an emphasis on delivering the best quality candidates. We know from customer feedback that the percentage of high quality candidates is greater from JobU than from general job boards, and we plan to keep this concentration on quality as we continue to grow candidate response since it is more profitable for agencies. We're looking for better tools from the new version of JobU to make it even easier for agencies to manage their jobs online and to get early access, high-quality candidates via, for instance, a CV [resume] service.

Q What's your role regarding the new Asia/Pacific Global Web Support Center? How is the new regional GWSC benefitting business units?

A The AP GWSC is located in Auckland with **Mark Evans** (mark_evans@idg.co.nz) as its director. The AP region is very diverse with markets at quite different stages in the Internet's growth. Our focus is two fold: 1) helping our colleagues directly, both one-to-one and via formats such as regional online product meetings and our GWSC Web site that help share best practices, and 2) participating in global initiatives that will have broad benefits for IDG. Examples are the development of an XML standard for document sharing within and outside IDG and lobbying to kickstart an "IDG open source" initiative. This would allow the development and sharing of key publishing technologies among IDG businesses along open source development lines. These are potentially very important initiatives for IDG's worldwide success on the Net.

Q What is the InTEP CIO Forum you recently launched with IDC?

A InTEP (Information Technology Evaluation Program) is an invitation-only CIO group that meets six times a year at a breakfast or evening meeting, listens to a presentation by one of its members, discusses it, swaps experiences and, above all, networks with peers in a strictly vendor-free zone. There are no vendors or consultants allowed; CIO member companies pay approximately US$2,000 per company to belong. This entitles them to six meetings a year for up to three senior members of their companies. It's moderated by IDC Australia's **Peter Hind**. The launch this year of a New Zealand chapter follows the successful operation in Sydney and Melbourne, Australia, since 1993. There are currently just under 40 companies signed up in NZ, and we expect to finish the year with 50 members. A typical session attracts 40 people. In FY2001 we're extending the IDG/IDC partnership with a project to sell end user-oriented research projects via direct marketing to IDG New Zealand readers.

Martin Taylor may be reached at martin_taylor@idg.co.nz.

IDG New Zealand at-a-glance

Location Auckland

Year established 1986

No. of employees 75

Titles *Computerworld, CIO, Reseller News, PC World, Unlimited.* Launching this quarter: *Net Magazine,* a monthly A5-sized magazine aimed at consumer and small business markets, sold mainly on newsstands, and *WebBusiness,* a bi-monthly magazine aimed at medium to large businesses that has a mainly controlled circulation.

Events Computerworld Expo, CIO Conference, Computerworld and PC World awards, Linuxworld, InTEP CIO Forum (with IDC).

Web site www.idg.co.nz

Recent accomplishments

- Launch in September of the InTEP CIO Forum, a joint venture with IDC. The venture is already profitable.
- Finishing another fiscal year with every part of our business in great shape!

Around the world with IDG

This new presentation of IDG's global activities will appear periodically. If you have business unit news to share — no matter how brief — send an e-mail to world_update@idg.com.

TORONTO – Licensee Laurentian Technomedia is completing the best year in its history. The forecast is that the firm will break the C$10M mark this year and show a C$1M profit. *Computerworld Canada* is the undisputed No. 1 IT publication in Canada with a 25% market share. *Network World Canada*, coming off of a great year, is now the No. 2 publication, and *CIO Canada* is a strong No. 4 in the total market. In the Canadian IT publishing market, Laurentian has a 59% page share among the top 20 customers, a gain of five points from a year ago. Laurentian's portfolio now includes six magazines, the Network World Live trade show, management of government IT trade show Showplace Ontario, a variety of small seminars and niche shows and a successful online business.

SAN JOSE, COSTA RICA — One of the associated companies of IDG's Costa Rican publishing partner Trejos Hermanos Sucesores, which publishes *Computerworld* and *PC World* titles for the entire Central American region, is set to launch the first titles in its newly licensed series of *For Dummies* technology books. ST Editorial Inc. will begin offering 10 titles in mid-November and intends to release one new title per month thereafter. These first 10 titles are: *C++ Para Dummies, XML Para Dummies, HTML 4 Para Dummies, Dreamweaver 3 Para Dummies, Windows Me Para Dummies, AutoCAD 2000 Para Dummies, Macs Para Dummies, TCP/IP Para Dummies, Actualizar y Reparar la PC Para Dummies* and *Creadno Paginas Web Para Dummies.*

Alonso Trejos *is installing Latin America's first full-color web press in his new printing facility, set to begin operation this week.*

The *For Dummies* books will join the company's *Visual Series* lineup, which it has published under license to IDG Books since 1995. The *Visual Series* is marketed throughout the Spanish-speaking world including Spain. The Spanish language *For Dummies* books will be distributed throughout Latin America and the U.S. through such retail channels as Borders and CompUSA in the U.S., Sanborn's and Compuprice in Mexico and Pueblo and Walgreen's in Puerto Rico.

"We have confidence that we can establish *Para Dummies* as a recognized brand in our region by giving readers a source of practical solutions they can trust will always deliver quality information in a practical, fun and easy-to-understand way," said **Alonso Trejos**, president of Trejos Hermanos.

And finding a printer for the books should prove no problem for the company. Its brand new state-of-the-art printing facility, boasting the region's first full-color web press, is set to begin production this week. The plant is actually the company's second and doubles its current printing capacity. Current clients include Verizon Information Services, Editorial Santillana and Cable & Wireless.

Founded in 1912, by Trejos' grandfather, Juan Trejos, Trejos Hermanos has had a relationship with IDG for more than six years. "We are very proud to be part of the IDG family, and we cherish very much all the IDG friends we have in many different countries of the world," Trejos said.

SOUTH AMERICA – The PC is not dead in South America, not yet anyway. IDC says the South American PC market continues to show solid growth and predicts an annual growth rate of 30% for desktop and notebook systems for 2000. In the second quarter of 2000 Argentina, Chile and Mexico all showed yearly notebook shipment growth of 90% or higher. "With the exception of Colombia, the notebook market is expected to remain strong for the rest of the year, with forecasted annual growth of almost 50% from 1999," said **Alexandra Martinez**, senior PC analyst in IDC's Latin America office.

LAGOS, NIGERIA — With last month's signing of a license to produce *PC World Nigeria*, IDG replanted a flag in sub-Saharan Africa's most populous country and brought to four the number of *PC World* publications produced on the continent.

Microbyte International, established in 1997, currently publishes the country's leading business weekly, the *Financial Standard*, which has a circulation of 25,000, as well as the country's only substantial IT publication, three-year-old *Microbyte*. Effective with the November issue, Microbyte will be converted to *PC World Nigeria*. According to **Dele Ajisomo**, Microbyte managing director, *PC World Nigeria*'s initial circulation will be 4,000, increasing to 5,400 in 2001 and 17,000 by 2004. Ajisomo said the English-language *PC World Nigeria* will also circulate in the neighboring English-speaking countries of Ghana, Ivory Coast and Liberia.

PC World is also published under license in Zimbabwe, Kenya and Morocco. *PC World Algeria* will launch next month.

"With a quarter of all sub-Saharan Africans living in Nigeria this is obviously an important market for IDG," noted IDG International Publishing Services Vice President of Licensing **Tim Clarke**. "And with local government newly returned to democracy and local IT growing rapidly, we think the timing for a new *PC World* edition here is excellent. Microbyte has impressed us with its enthusiasm and planning for the launch, and we look forward to working with them on other projects as well."

SEOUL — IDC will embark on a five-city tour of its Asia/Pacific StorageVision 2000 Conference, "Confronting the Storage Explosion," beginning Nov. 3 in Seoul and moving on to Hong Kong (Nov. 6), Singapore (Nov. 8), Sydney (Nov. 10) and Auckland (Nov. 13). IDC Australia Director of Storage Research/Asia Pacific **Graham Penn** will be among the industry experts bringing senior IT executives up-to-date on current changes and future developments in storage management. For more information go to www.idc.com.sg/storagevision.

TOKYO — More than 300 senior executives listened to Sony Director Iwao Nakatani (above) deliver the keynote at IDG Japan's recent CIO Executive Conference. The conference was a joint project with research company ITR. IDG Japan also held two first-time events recently, the Content Management Forum and Internet Commerce Expo (ICe), both of which were more profitable than expected.

SYDNEY– A capacity crowd of 250 people spent the evening of Oct. 19 at Sydney's Museum of Contemporary Art at the first *Industry Standard Australia* rooftop party, enjoying magnificent views of the Sydney Harbor Bridge and Opera House. Six sponsors signed on for the profitable event. IDG Australia plans to hold the rooftop gatherings every month or so, and Melbourne, Canberra and Brisbane will be among the venues next year.

noteworthy people

Gonzalez

Bombard

Nam

Weiner

Hall

WORLD UPDATE PHOTOS

Promotions

JavaWorld Associate Editor **Theresa Gonzalez** has been named senior editor. "Theresa has excelled as an editor by producing high-quality content, bringing on new writers, and constantly contributing strong ideas," said *JavaWorld* Editor-in-Chief **Carolyn Wong**. "We are fortunate to have such a talented and dedicated editor on *JavaWorld's* editorial team."

New employees

IDG Communications' Framingham office has hired **Tracey Bombard** as sales associate. She was previously a client services representative with The Bauman Group and holds a B.A. in English with a minor in art and communications from Framingham State College. She enjoys poetry, painting and drawing.

Suzanna Nam has joined IDG Human Resources' Training and Development group in Framingham as a project and program logistics coordinator. One of her responsibilities will be rolling out the annual IDG Employee Survey. Suzanna is a recent graduate of Gettysburg College in Gettysburg, Pa., with a B.A. in psychology. Suzanna enjoys going on long drives and trying out different kinds of international foods (Cambodian/French is her latest favorite).

IDC West in Mountain View, Calif., has hired **Tracy Kelly** as an account executive in its Service group. She was previously a sales representative for Fujifilm computer products with Markman Carter, Inc. She holds a B.A. in business education with a minor in marketing and economics from the University of Idaho. When not doing volunteer work with the Jaycees she likes to pratice yoga and her golf swing.

Jan Weiner joins IDC in Framingham as a senior account executive, having spent 13 years in sales at "the other IDC" [Interactive Data Corp.], though for the past year she worked for PSI Technologies. Jan earned a B.A. in applied mathematics and economics from Brown University in Providence, R.I., and enjoys tennis, kickboxing and spending time with her two children and their new vizsla puppy. She also notes that, "after not playing tennis for four years, my doubles partner and I won a trophy for our division. (I won't say what division!)"

Casey Hall joins IDC in Framingham as a customer service representative in the Hardware/Telecom division. She was previously a recruiter with the Professional Staffing Group and graduated from the University of Vermont with a B.S. in aquatic resources. In June she completed the Avon Breast Cancer Walk, a three-day, 60-mile event.

Print Marketing Specialist **Rachael Cohn** comes to *The Industry Standard's* New York office from *Golf & Travel,* where she was a marketing manager. Rachael graduated from the College of William and Mary and Williamsburg, Va., with a double major in history and English. She enjoys photography, running and sailing.

Jenny Landry is CXO Media's newest associate designer. She recently graduated from Maine College of Art with a B.F.A. in graphic design and media arts. Her hobbies include Ultimate Frisbee, winter camping, snowshoeing and baking cookies.

CXO Media welcomes **Joanne Brown** as senior manager, news and information. She was previously director of publicity at Storey Books. Joanne has a B.A. in creative writing and a minor in art history and medieval and Renaissance studies from Columbia University in New York, N.Y. She enjoys music, writing, crafts and movies in her free time.

Tiffany Franklin joins IDG Books' General User/Design Professional Acquisitions group in Indianapolis as acquisitions coordinator. She is a recent graduate of Indianapolis' Butler University where she completed her B.A. in English in three years. While in school she worked as an intern at TIS/Tichenor, a small publisher in Bloomington, Ind. Away from her desk she enjoys movies and reading.

IDG Books has hired **Jill Schorr** as a senior acquisitions editor with its Indianapolis-based General User/Design Professional Acquisitions division. She was previously with MCP/Pearson. She is a graduate of Indiana University and will be working remotely from her home office in Hawaii.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

InfoWorld CEO

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ness editor for *The Los Angeles Times* from 1990 to 1996. Previous to *The Los Angeles Times*, he served as business editor for *The Oakland Tribune*, Hong Kong bureau chief for *The Asian Wall Street Journal* and associate economics editor for *Business Week*.

Magnuson has been honored with numerous editorial, publishing and company awards, most notably as a member of *The Los Angeles Times* staff sharing the 1995 Pulitzer Prize for coverage of the Northridge earthquake and the 1993 Pulitzer Prize for coverage of the Los Angeles riots. During his tenure as business editor, his staff was twice recognized as finalists for the Pulitzer as well.

Magnuson is a member of the Executive Board of the College of Letters and Science at the University of California, Berkeley, the Daily Californian Foundation Board, and the Corporate Advisory Board for the Pacific Council on International Policy. He holds a master's degree in journalism from Columbia University Graduate School of Journalism, a master's degree in economics from the University of Massachusetts, and a B.A. degree in political science from the University of California at Berkeley.

Ad Sales Assistant (CXO)

CXO Media is looking for a high energy individual to provide sales support to the Framingham, MA sales team. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's. Ideal candidates have a customer service orientation and thrive in a fast pace environment, strong writing skills and attention to detail, excellent multi-tasking skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 1-3 years business experience. *Location: Framingham MA*
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-988-6832, Email: christine_moloney@idg.com

Ad Sales Assistant (CXO)

CXO Media is looking for a high-energy individual to provide sales support to the Newport Beach sales team. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's. Ideal candidates have a customer service orientation and thrive in a fast pace environment, strong writing skills and attention to detail, excellent multi-tasking skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 1-3 years business experience. *Location: Newport Beach CA*
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-988-6832, Email: christine_moloney@idg.com

Vice President, Business Development & Strategic Alliances (CXO)

CXO Media's continued success has created an exciting opportunity for a Vice President of Business Development & Strategic Alliances. This individual will be responsible for creating new revenue streams by developing new business models and implementing them through researching and procuring the appropriate partners. This will include identifying sponsorship, big ticket sales and new revenue growth for CXO Media. The ideal candidate will have 10 plus years of experience including experience with structuring partnerships, strategic alliances, strong knowledge of the I.T. industry, sales, general business and financial modeling. *Location: Framingham MA*
Contact: P. Reilly, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

Vice President, Event Marketing (CXO)

CXO Media Inc. is seeking a Vice President, Event Marketing to join its Executive Programs team. In this position you will be responsible for developing marketing programs for all audiences and for over-all look and feel of collateral and promotional content for Executive Programs messages. You will also be responsible for event sales collateral for sponsors and potential sponsors, and communications with internal and eternal audiences. In addition, this position will drive all concepts and collateral content, website audience development and messages and research and analysis of message effectiveness. Requires 10 -15 years experience in marketing programs to senior level technology and general business executives. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Online Content Researcher (CXO)

CXO Media is seeking Online Content Researchers to join the CXO online team. In this position you will develop and maintain content on CXO's online properties - CIO.com and darwinmag.com, research and evaluate web resources, assist in the creation of content collections and user assistance. Ideal candidate will possess general research skills, strong writing and editing skills and have the ability to learn content topic areas. Candidate must also be able to work independently and with a team. Basic web production skills and database experience a plus. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Lead Qualification Manager (IDC)
The Services Research Group has a full time position for a Leads Qualification Manager. We are seeking an independent self-starter to qualify and track leads for multiple research programs in the Services Research Group. The position requires one to one interface with prospects, analysts and sales teams regarding current prospects and new leads, and assistance in the research and preparation of prospect lead lists to help create sales opportunities and facilitate a steady stream of qualified leads. The ideal candidate must be organized, inquisitive, detail-oriented and capable of working with different sources of data, including the Internet. A professional and confident phone manner is necessary. We will train the right person. This is a great opportunity for someone to gain exposure to both the marketing and sales within the IT industry. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Manager, Product Management (IDC)
IDC is currently looking for a Manager, Product Management. This role will be supporting the Director of Product Management with the day-to-day management of IDC's continuously growing portfolio of global research services. Responsibilities include assisting with the overall management of research products in IDC's internal system, assisting with the ongoing development/enhancements to the product management component of the company's CRM system, working with the various internal departments to ensure a smooth launch for all products being introduced at the beginning of, or throughout the new fiscal year, helping out with the updating and development of all Product Management Tools used by the worldwide sales force, making sure that all Product Information available through IDC's Intranet is kept up-to-date and accurate, assisting the Director of Product Management with the gathering of business data necessary for IDC's annual product pricing review and any other projects that require business data , assisting with the troubleshooting and resolution to various product management issues, helping to facilitate communications between our US, Regional, and country-level offices for the purposes of maintaining accurate information on all US, Regional, and country-level products in IDC's CRM system, and assisting with the ongoing development and updating of the PMP manual and related forms. The ideal candidate will be a detail-oriented, self-starter with a can-do attitude and excellent organization skills. Strong project management skills and a creative/proactive approach to problem-solving is a must. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Marketing Programs Manager (IDC)
IDC's Services Research Group is seeking a dynamic marketing professional with superior organizational skills to join our marketing team. Job responsibilities include ownership of prospect database, measurement of all marketing campaigns and various promotional activities such as report promotions, PowerPoint presentations, analyst bios & spotlights, email campaigns and more. The ideal candidate will have 5-7 years experience in a marketing environment in an IT company. Prior database experience greatly desired. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Statistical Research Analyst (IDC)
IDC Latin America is increasing its demand-side research portfolio and is looking for an experienced research analyst to support and build this research product line. Primary duties would involve managing Web-based panel and telephonic research, developing survey content, analyzing and leveraging survey data, and coordinating research goals with other IDC Latin American analysts. This position will allow for occasional contact with the press, Wall Street firms, and senior industry executives. Opportunity for domestic and international travel is available. Position will be based at IDC Latin America's regional headquarters in Miami, Florida. Successful candidates will have a strong statistical background (academic or professional) including experience using SPSS software, 1-3 years of direct experience in conducting survey research, strong written, analytical, and presentation skills and outstanding project management skills to not only manage a project team across international boundaries but to balance multiple projects simultaneously. Additional skills include language fluency in Spanish or Portuguese, and excellent client relationships and business development skills. A Bachelor's degree, ideally in mathematics or other statistics-related field preferred. A Master's degree is a plus. Please forward resumes to Alex Manfrediz at amanfrediz@idc.com. *Location: Miami FL*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@*idc.com*

Week of October 30, 2000

BU	Category	Title	Location	Contact	Phone#	Fax#
CCI	Sales	Ad Sales Account Representative	Allston MA	N. Bohn	P:	F: 617-254-9776
CCI	Sales	Sales/Marketing Account Manager	Boston MA	N. Bohn	P:	F: 617-254-9776
CW	Ad Sales	Field Marketing Executive	Framingham MA	P. Sheer	P: 508-820-8162	F: 508-879-3760
CW	Circ	Circulation Assistant	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Technology Editor	Framingham MA	P. Sheer	P: 508-820-8647	F: 508-879-3760
CW	Edit	Web Designer	Framingham MA	J. Snow	P: 508-935-4631	F: 508-935-4600
CW	Sales	Field Marketing Executive	San Mateo CA	P. Sheer	P: 508-820-8647	F: 508-879-3760
CXO	Ad Sales	Account Executive	Austin TX	J..Snow	P: 508-935-4631	F: 508-935-4600
CXO	Ad Sales	Ad Sales Assistant	Framingham MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
CXO	Ad Sales	Ad Sales Assistant	Newport Beach CA	C. Moloney	P: 508-988-6832	F: 508-935-4600
CXO	Ad Sales	VP, West Coast Sales	San Francisco CA	S. Brown	P: 508-935-4099	F: 508-935-4600
CXO	Art/Design	Associate Graphic Designer	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CXO	Art/Design	Graphic Designer	Framingham MA	T. Gump	P:	F: 508-935-4600
CXO	Bus Dev	Vice President, Business Development & Strategic Alliances	Framingham MA	P. Reilly	P: 508-935-4734	F: 508-935-4600
CXO	Circ	Circulation Assistant/Researcher	Framingham MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
CXO	Circ	List Services Coordinator	Framingham MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
CXO	Edit	Copy Chief	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Edit	Copy Editor	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Edit	Features Editor	Framingham MA	T. Gump	P:	F: 508-935-4600
CXO	Edit	Features Writer	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CXO	Exec Progs	Director, Event Business Development	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Exec Progs	Program Development Manager	Framingham MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
CXO	Exec Progs	Vice President, Event Marketing	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Sales	Regional Sales Manager	San Francisco CA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Sales	Senior Sales Associate, Consumer Sales	Framingham MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
CXO	Web Tech	Online Content Researcher	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
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IDC	IS	Manager of Internet Application Development	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
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IDC	Prod	Software Engineer	Miami FL	J. Klepper	P: 508-935-4143	F: 508-935-4432
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IDC	Rsch	Research Analyst, Software Support	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
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IDC	Rsch	Research Analyst, Telecom	Miami FL	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Analyst, Telecom Research Group	New York NY Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Analyst, US Quarterly Printer Tracker	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Director, High Performance Computing User Forum	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4432
IDC	Rsch	Research Director, Networking Communications	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Research Director, Workstation Research	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4432
IDC	Rsch	Research Manager, Application Design & Construction Tools	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432

BU	Category	Title	Location	Contact	Phone#	Fax#
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IDC	Rsch	Research Manager, Information & Data Management	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Research Manager, Network Attached Storage (NAS)	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Manager, Quarterly Server Tracker Program	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Manager, Survey-Based Research	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
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IDC	Rsch	Senior Analyst, Smart Handheld Solutions	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Senior Analyst, Telecom	Austin TX Framingham MA New York NY	S. Brown	P: 508-935-4099	F: 508-935-4600
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IDC	Sales	Sr. Account Executive, GEA	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
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NWW	Edit	Events Community Editor	Southborough MA	M. Brunaccini	P:	F: 508-490-6454
NWW	Edit	Senior Editor	West Coast	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Edit	Staff Writer	Flexible	E. Price	P:	F: 508-490-6454
NWW	Events	Director of Event Business Development	Southborough MA	M. Brunaccini	P:	F: 508-490-6454
NWW	IS	Database Architect	Southborough MA	E. Price	P: 508-490-6472	F: 508-490-6454
NWW	On-line	Online Audience Development Manager	Southborough MA	M. Brunaccini	P:	F: 508-490-6454
NWW	On-line	Vice President of Online Development	Southborough MA	M. Brunaccini	P:	F: 508-490-6454
NWW	Sales	Account Executive	Southborough MA	M. Brunaccini	P:	F: 508-490-6454
NWW	Sales	Sales Assistant	Irvine CA	E. Price	P:	F: 508-490-6454
NWW	Sales	Sales Assistant	Southborough MA	E. Price	P:	F: 508-490-6454
NWW	Sales	Sales Operations Manager	San Mateo CA	E. Price	P:	F: 508-490-6454
NWW	Web Tech	Assistant Art Director - Online	Southborough MA	E. Price	P:	F: 508-490-6454
NWW	Web Tech	Web Producer	Southborough MA	E. Price	P:	F: 508-490-6454
PCW	Ad Sales	Account Representative	Framingham MA Paramus NJ	D. Hampson	P: 415-978-3133	F: 415-267-4531
PCW	Ad Sales	Sales Associate	San Francisco CA	K. Coldwell	P: 415-978-3290	F: 415-974-7316
PCW	Ad Sales	Sales Associate	Paramus NJ	W. Silverman	P: 201-587-7318	F: 201-712-9786
PCW	Circ	Direct Mail Marketing Manager	San Francisco CA	D. Cobb	P: 415-978-3255	F: 415-442-1891
PCW	Edit	Editor in Chief	San Francisco CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	Edit	Technical Editor	San Francisco CA	J. McKie	P: 415-978-3185	F: 415-974-7316
PCW	R&T	Performance Analyst	San Francisco CA	J. Kuta	P: 415-974-7430	F: 415-546-1673
Publish	Edit	Features Editor	Topsfield MA	C. Smith	P: 978-887-7900	F: 978-887-3177
Publish	Edit	Senior Graphic Designer	Topsfield MA	C. Smith	P: 978-887-7900 x105	F: 978-887-3177
Publish	Edit	Technology Editor	Topsfield MA	C. Smith	P: 978-887-7900 x105	F: 978-887-3177
Publish	Sales	Advertising Sales-Regional Account Director	Topsfield MA	C. Smith	P: 978-887-7900 x105	F: 978-887-3177
Publish	Sales	Advertising Sales - Regional Managers	Chicago IL Los Angeles CA New York NY San Francisco CA	C. Smith	P: 978-887-7900	F: 978-887-3177
Publish	Sales	Internet Sales-Inside	Topsfield MA	C. Smith	P:	F: 978-887-3177
Publish	Web Tech	Web Developer	Topsfield MA	C. Smith	P:	F: 978-887-3177

Director of International Sales (IDG/B)

Overseeing the direction and training of our International Sales Representatives, Marketing Manager and Sales Operation staff, this demonstrated leader will develop and implement International Sales plans and goals to further our brand presence and success in non-US markets. Areas of responsibility will include determining market share growth objectives, motivating and mentoring staff, acting as the primary liaison to publishers, managing annual sales and department expense budgets and defining International Sales reporting. The ideal candidate will possess a Bachelor's degree, 3 years sales management experience, strong PC and Internet skills and the flexibility to travel. Fluency in a foreign language and experience living or traveling abroad is a definite plus.
Location: Indianapolis IN
Contact: S. Peters, Fax: 317-572-4360, Email: injobs@idgbooks.com

Online Retail Account Manager (IDG/B)

Managing a territory of online retailers, you'll develop long-term relationships with customers by representing the company in a professional manner. You will seek online title placement opportunities, develop new business, prepare title presentations, provide sales management with market feedback and assist with new hire training. Some travel may be required.
Location: Indianapolis IN
Contact: S. Peters, Fax: 317-572-4360, Email: injobs@idgbooks.com

Supervisor of International Sales (IDG/B)

Overseeing the international supply chain of product to customers and affiliates, your goal will be to ensure a smooth process from account support to ordering, shipping and invoices. Duties will include quality assurance of account and account manager support, order follow up and coordination of efforts between departments. In addition, you'll utilize your 2 years supervisory and customer service/account support experience to provide leadership to International account coordinators, assist your team with customer related issues, oversee account distribution of notices and act as a primary liaison and resource person for IDG management and key customers. Success requires strong knowledge of technology or trade publishing, outstanding communication skills, proficiency in MS Office and the ability to solve issues diplomatically. A Bachelor's degree is preferred and fluency in a foreign language is a plus.
Location: Indianapolis IN
Contact: S. Peters, Fax: 317-572-4360, Phone: , Email: injobs@idgbooks.com

Web Community Editor (ITworld)

ITworld.com is looking for an editor to coordinate online forums for our Web site for information technology professionals. The ideal candidate would combine knowledge of computer technology and audience with experience in recruiting and managing online discussion moderators. Online experience required. Responsibilities will include: creating multiple formats for audience participation on site, including forums, expert advice, ratings and other formats; working with other editors to identify topics and target audiences for those formats; working with other staff to identify and recruit experts to moderate and lead those formats; managing relationships with those outside experts for community-based activities; managing a budget; and contributing to developing overall site direction and strategy as part of site management team. *Location: San Francisco CA; Southborough MA*
Contact: J. Davidson, Fax: 508-303-9788, Phone: 508-269-2964, Email: jobs@ITworld.com

Copy Editor (Mac Pub)

Macworld is looking for a Copy Editor to copyedit articles on a tight schedule for spelling, grammar, house style, tone, logic, formatting, and consistency; enter corrections; proofread final proofs; help coordinate display copy and art elements; and work with editorial and art departments to ensure consistently excellent content in an international, award-winning magazine. Proficiency with QuarkXPress and Microsoft Word is required. Candidates must be familiar with Chicago Manual of Style and must have at least two years copyediting experience, preferably for a monthly publication. Qualified applicants will have a proven ability to work well under pressure, be highly organized and minutely detail oriented, and be able to work as part of a team. Familiarity with technology in general and Mac products specifically is also desirable. *Location: San Francisco CA*
Contact: C. Purdy, Fax: 415-442-0766, Phone: 415-243-3596, Email: charles_purdy@macworld.com

Online Audience Development Manager (NWW)
We are seeking a seasoned audience development and marketing professional to join our Online Business Development Team. Reporting to the VP of Online Development, individual will be responsible for the creation and execution of audience development marketing and communications plans for Network World's award-winning website, Network World Fusion (www.nwfusion.com), its channel extensions and its family of email newsletters. Individual will be responsible for increasing website traffic, reaching new audiences, and ramping up newsletter subscriptions. Individual will partner with print circulation and event audience development teams to creatively identify new ways to increase and retain viewers. Individual will manage the audience development budget and be a key liaison with other departments. Qualified candidates must have 5+ years of direct marketing experience or online audience development experience, preferably in a B-to-B, high tech environment. Individual must have strong internet marketing skills plus proven experience with other traditional types of media. Must be able to work under tight deadlines and coordinate multiple projects simultaneously. Strong creative, analytical and communication skills and an energetic attitude required. *Location: Southborough MA*
Contact: M. Brunaccini, Fax: 508-490-6454, Email: hotjobs@nww.com

Vice President of Online Development (NWW)
Network World, is seeking an experienced leader to take its rapidly growing Web business to the next level of success. We're seeking a top-notch manager with vision and a strong online track record to oversee business and audience development for three networking Web sites. As Vice President of Online Development, individual will build on an award-winning content base to deliver a strong portfolio of new services in education, electronic newsletters, commerce, community and other areas, dramatically increasing the audience base and revenue. The VP will be responsible for shaping and implementing Network World's online audience development and business development strategy, and for representing Network World in the sales and business communities. The VP will report to the EVP/Editorial Director for Network World and will serve on Network World's executive committee. Individual will be responsible for researching and understanding the needs of online users and delivering the services that meet those needs. Candidates must have significant experience in online business and audience development, strong marketing know-how, with the proven ability to foster new initiatives from conception to delivery. The ideal candidate will have the ability to work with multiple departments in a fast-paced setting to build consensus and meet tight deadlines. Individual must have a proven track record as an effective leader as well as polished management and analytical skills. *Location: Southborough MA*
Contact: M. Brunaccini, Fax: 508-490-6454, Email: hotjobs@nww.com

Direct Mail Marketing Manager (PCW)
PC World's Circulation team is looking for an energetic, quick-learner to takeover its direct mail subscription marketing and list rental administration. Direct mail responsibilities include list planning and ordering; managing the merge-purge process; overseeing the creation and production of mailing pieces; budgeting; expense tracking; and response analysis. List rental administration entails handling monthly reporting, approving test orders, and working with our list management company to maximize this revenue stream. Qualified candidates will have at least 2 years' experience in direct marketing and/or magazine circulation. Must have excellent written and verbal communication skills and strong analytical and computer skills. Excel and Microsoft Word skills essential. Database experience helpful.
Location: San Francisco CA
Contact: D. Cobb, Fax: 415-442-1891, Phone: 415-978-3255, Email: david_cobb@pcworld.com

Inside Sales Representative (IDG/B)
Join our motivated sales department in this role developing new business to grow specialty retail revenue and service over 450 established accounts. While selling titles over the phone to the expanding account base, you will coordinate and develop marketing initiatives and promotions. The ideal candidate is creative, has 1 year of sales experience and solves problems quickly and efficiently. Strong administrative and organizational skills are also required. *Location: Indianapolis IN*
Contact: S. Peters, Fax: 317-572-4360, Phone: , Email: injobs@idgbooks.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Jose Goncalves *IDG Brazil*

18

Miguel Angel Hermosell *IDG Spain*
Preben Engell *IDG Denmark*

16

Jose Luis Villacorta *IDG Spain*

15

Isabel Campo *IDG Spain*
Lene Sekjaer *IDG Denmark*

14

Martin Taylor *IDG New Zealand*

13

Zsuzsa Krammer *IDG Hungary*

12

Claudio Ceriani *IDG Italy*

11

Ákos Bognár *IDG Hungary*
Yoshitomo Fukuda *IDG Japan*
Maria Luisa Romiti *IDG Italy*
Bruno Agostini *IDG Italy*

10

Susan Yanovitch *CXO Media*
Cornelia Krämer *IDG Germany*

9

Yukiyo Hosoya *IDG Japan*

8

Joachim Hackmann *IDG Germany*
Søren Adelkvist *IDG Denmark*
Simona Varisco *IDG Italy*
Alessandra Dainotti *IDG Italy*

7

Heike Gessert *IDG Germany*
Selinna Chin *IDC Malaysia*
Grace Wong *IDC Singapore*

6

Joan Cragen *Publish*
Károly Viosz *IDG Hungary*
redrik Bernsel *IDG Sweden*
Sabine Mayer *IDG Germany*
Antje Bruns *IDG Germany*

5

Jana Susilova *IDG Czech*
Carlos Eduardo Salvato *IDG Brazil*
Kevin Williams *IDC Japan*
Lynda Hewlett *IDC U.K.*
Finn Morsing *IDG Denmark*
Thomas Gunni Pedersen *IDG Denmark*
Hans Jørgen Christiansen *IDG Denmark*

4

Jolana Lammelova *IDG Czech*
Lynne Rigolini *CXO Media*
Renata Bitar Ramos *IDG Brazil*
Marcello Tenerelli *IDG Brazil*
Ivair Rodrigues *IDC Brazil*
Takanobu Urayama *IDG Japan*
Magnus Höij *IDG Sweden*
Anette Woll *IDG Germany*
Karsten Maxem *IDG Germany*
Brenda Hocking *IDC Australia*
Dane Anderson *IDC Singapore*

3

Zuzana Peskova *IDG Czech*
Petr Felt *IDG Czech*
Lee Tuttle *CXO Media*
David Woodall *CXO Media*
Kelli Gauthier *CXO Media*
Arlete Souza *IDG Brazil*
Jenny Chin *IDG World Expo/Singapore*
Sarah Taylor *IDG Global Solutions*
Junko Yairi *IDC Japan*
Jonas Englund *IDG Sweden*
Matt Rigney *IDG Australia*
You-Sook Hong *IDC Korea*

2

Karin Noah *CXO Media*
Serene Ho *IDG World Expo/Singapore*
Jerry van Ommeren *IDC Benelux*
John Wessels *IDC Benelux*
Fredrik Henckel *IDG Sweden*
Joakim Lagerstrand *IDG Sweden*
Euan Davis *IDC U.K.*
Silvia Lautz *IDG Germany*
Marzena Fiok *IDG Germany*
Christian Töpfer *IDG Germany*
Antje Bütow *IDG Germany*
Andreas Stolzenberger *IDG Germany*
Amanda Conroy *IDG Australia*
Spiro Hionis *IDG Australia*
Anders Ovesen *IDG Denmark*
Louise Tine Kurland *IDG Denmark*
Michael Kofoed *IDG Denmark*

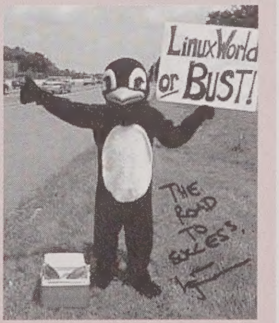
1

Christopher Conrath *Laurentian Technomedia*
Liam Paul Lahey *Laurentian Technomedia*
Petr Novak *IDG Czech*
Melissa Reyen *Publish*
Claire Montgomery *Publish*
Carol White *Publish*
Laura Thurmond *Publish*
Renee LeWinter *Publish*
Brian McAvoy *IDG Communications*
Christie Coon *IDG Global Solutions*
Ryan Colby *IDG World Expo*
Ibolya Mártek *IDG Hungary*
Guido Orlando, Jr. *IDG Brazil*
Jaqueline Bloch *IDG Brazil*
Claudinei de Souza *IDG Brazil*
Ana Cristina Simões *IDG Brazil*
Renske Ellens *IDC Benelux*
Kazutaka Koushu *IDG Japan*
Kimmo Gläborg *IDG Sweden*
Marcus Wrangö *IDG Sweden*
Maya Uusitalo *IDG Sweden*
Chris Ingle *IDC U.K.*
Seth Havens *Macworld U.K.*
Margaret Ledingham *IDG U.K.*
Geoff O'Connor *PC Advisor*
Mathew Samuel *PC Advisor*
Panagiota Herbrand *IDG Germany*
Manfred Aumaier *IDG Germany*
Albert Lauchner *IDG Germany*
Philipp Johnssen *IDG Germany*
Alex Goldrick *IDG Australia*
Sarah Keegan *IDG Australia*
Heidi Woof *IDG Australia*
Louise Weihart *IDG Australia*
Erling Lindblom *IDG Denmark*
Kasper Andersen *IDG Denmark*
Kim Elmose *IDG Denmark*
Jesper Møller Rasmussen *IDG Denmark*
Maggie Tan *IDC Malaysia*
Ning John Zhuang *IDC China*
Chen Bin Cable Ma *IDC China*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

World Expo auction of Linux mascot photos to benefit cancer research

Since when do charitable causes and eBay go hand in hand? IDG World Expo has turned to the online auction service to publicize its LinuxWorld Conference & Expo series and raise funds for breast cancer research at the same time (October has been designated Breast Cancer Awareness Month in the U.S.). For nine days, ending Nov. 3, IDG World Expo is auctioning five photos of Tux, the Linux mascot, autographed by Linux creator Linus Torvalds. All proceeds will go to breast cancer research.



One of five photos signed by Linus Torvalds being auctioned on eBay by IDG World Expo.

To view or bid on the photos, go to http://cgi.ebay.com/aw-cgi/eBayISAPI.dll?ViewItem&item=478382260.

for fun

off line

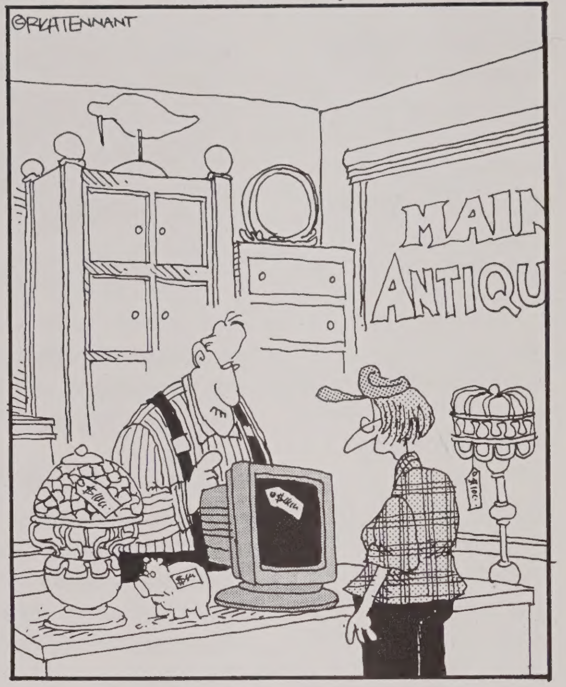
It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Tuesday, Nov. 28.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners will receive *IDG World Update* cups.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.

The 5th Wave

By Rich Tennant



JobUniverse.com screen saver goes global

There's a new JobUniverse marketing item available for business units participating in IDG's online recruitment program. A colorful screen saver features the friendly JobUniverse alien strolling through each of the 14 JobUniverse countries. The local JobUniverse URL and a symbol of the country (Big Ben for the U.K., The Little Mermaid for Denmark, etc.) are featured prominently.

To access the screen saver, go to the Job Universe link on the Global Web Support Center (www.supportcenter.com) and click on Marketing Materials for Download, and then Image Download.

IDG WorldUpdate

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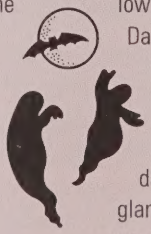
Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

Trick or treat!

Halloween's origins date back to the ancient Celtic festival of Samhain (pronounced sow-in). The Celts celebrated their new year on Nov. 1, marking the end of summer and the beginning of winter, a time associated with human death. Celts believed that on the night before the new year, the worlds of the living and dead merged and the ghosts of the dead returned to earth. Druids, the Celtic priests, built huge bonfires where the people gathered to burn crops and animals as sacrifices to the Celtic deities. People thought they would encounter ghosts if they left their homes after dark and to avoid being recognized by ghosts would wear masks when they left their homes so the ghosts would mistake them for fellow spirits.

By the 800s, Christianity had spread into Celtic lands. In the seventh century, Pope Boniface IV designated Nov. 1 All Saints' Day, a time to honor saints and martyrs, in a possible attempt to replace the Celtic festival of the dead with a related, but church-sanctioned holiday. The celebration was also called *All-hallowmas* (from Middle English *Alholowmesse* meaning All Saints' Day), and the night before it began to be called All-hallows Eve and, eventually, Halloween. In 1000 A.D., the church made Nov. 2 All Souls' Day, a day to honor the dead. It was celebrated similarly to Samhain, with bonfires, parades, and dressing up in costumes as saints, angels and devils.



The American tradition of "trick-or-treating" probably dates back to the early All Souls' Day parades in England when the poor would beg for food and families would give them pastries called "soul cakes" in return for their promise to pray for the family's dead relatives.

In the late 1800s, there was a move in America to make Halloween a holiday more about neighborly get-togethers than ghosts, pranks and witchcraft. Parents were encouraged by newspapers to take anything frightening out of Halloween celebrations. Therefore Halloween lost most of its superstitious and religious overtones by the beginning of the 20th century. Today, Americans spend $2.5 billion annually on Halloween, making it the country's second largest commercial holiday.

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WWW.IDGWORLDUPDATE.COM

IDC's worldwide sales meeting focuses on training, knowledge sharing

*Circus performers surprised guests at the conclusion of the IDC sales awards ceremony. Above, **Julia Schaefer** of the Mt. View, Calif., office (left) and **Casey Hall** of the Framingham, Mass., office get in the swing of things. For a list of winners and more photos, see pp. 4-5.*

Personifying the theme "One World — One IDC," 228 salespeople representing 11 countries and six continents gathered last month for the company's annual worldwide sales meeting. Held in Phoenix, Ariz., the four-day event focused on providing training, tools, knowledge sharing and best practices across IDC's many cross-functional global selling teams.

According to **Don Best**, IDC senior vice president, Worldwide Sales, a significant portion of the meeting was devoted to account planning. "Global account teams from around the world took advantage of the opportunity to develop detailed plans of attack for over 60 key IDC global accounts. This is one of the few times when members of each account team from Europe, Asia, Latin America, Canada, Australia and the U.S. can actually get together, in person, for such discussions," Best said.

Among the achievements celebrated by IDC's worldwide sales force:

- IDC's U.S. sales force ended FY00 4% over plan, which represents 45% growth over FY99.
- IDC's worldwide sales force ended FY00 1% over plan, which represents growth over FY99 of 43%.
- IDC's U.S. sales force has grown over the past few months from 105 to 154 members.
- IDC's worldwide sales force has grown over the past few months from 130 people to 219 people, a total increase of 68%.
- The company has recently rolled out its world-

continued on page 4

IDG Interactive launches customized site for Microsoft

Looking for a big partner idea for Microsoft Corp. and its .Net strategy, that will also yield traffic benefits for IDG Web sites, IDG Interactive launched Web Solutions World (WSW) at www.websolutionsworld.com in late September.

IDG Interactive, previously known as the Global Web Advertising Network, helps facilitate the growth of IDG's top 30 online accounts. It is part of IDG Communications, headed by President **Joan Kelly**.

WSW is the latest of IDG Interactive's successful "NetPluses," which **Tom Grimshaw**, IDG Communications senior vice president of online business development, defined as "continually evolving customized global information networks. A NetPlus is built around a core of IDG editorial focused on a particular topic or topics. While that IDG editorial is what gives it most of its value, it can and does involve many other elements, such as custom-published advertorial, forums, on-line polling, and contests."

Each site differs depending on the advertiser and subject matter. Other sites IDG Interactive has created for customers include e-Business World for Unisys Corp. (www.e-businessworld.com) and Security Informer for a division of Ernst & Young (www.e-securityinformer.com).

continued on page 5

*Members of the IDG Communications team responsible for the websolutionworld.com project include (front row, l-r): **Hilary Ohara**, vice president of business development; **Amanda Neal**, NetPlus evangelist; **Nick Harvey**, director of interactive sales. Back row (l-r): **Jeff Rusch** application developer; **Janet Engelbrecht**, sales director; **Kristina Neilsen**, IDG.net manager; **Catey DeBalko**, vice president of marketing; **Tom Grimshaw**, vice president, business development.*

World Expo Asia launches CIO and CEO Conference HK

Looking to provide a unique forum for senior executives throughout Asia in general and Hong Kong in particular to discuss current business and IT management trends, IDG World Expo (Asia) last month held its first "CIO and CEO Conference HK."

"The program explored the radical changes that the CIO's role is undergoing, why it is crucial for the CIO to be a leading force in sharpening and driving corporate business strategies, and how important is the CEO's commitment to support all kinds of endeavors to promote new technology, particularly e-business," said **Erica Cheng**, director of sales and marketing, IDG World Expo (Asia).

CIO & CeO
CONFERENCE HONG KONG
October 9 - 10, 2000
- the Business Strategist to Equa
ew NET Rules for Corporate Grow
QSI
delirium
Online Site Sponsor:
TIME
ASIAWEEK
PNBC
IDG
WORLD EXPO

***Gary Fung**, managing director of IDG World Expo (Asia), welcomes over 200 attendees to the CIO and CIO Conference HK.*

The one-and-a-half day conference brought together more than 200 CIOs, CEOs, CTOs and other high-level executives from large and medium-size firms in both the public and private sectors in Hong Kong, China, Singapore and Korea, as well as 50 members of the media.

CXO Media, Inc. Group Publisher **Gary Beach** gave the opening keynote address on "21st Century Leaders: From Where Will They Come?" Other IDG speakers included **Gary Fung**, managing director of IDG World Expo (Asia) and **James Miller**, editor of IDG's Singapore-based *CIO Magazine* (ASEAN and HK), which was a leading sponsor of the event.

The program was divided into Industry Perspectives and Implementation sessions in the form of keynote speeches, panel discussions, market reports and industry breakout sessions concentrating on technologies and practices relevant to what CIOs and CEOs can do to make their companies better and more profitable. Session topics included The New Internet Reality; Payments in B2B; and The New ROI for the New Economy.

In additional to traditional ways of promoting the event, including advertising in *Computerworld Hong Kong*, Cheng said that IDG World Expo made a special effort to promote the conference to business associations and organizations. The American Consulate General and the MIT Club of Hong Kong, both of which signed on as supporting sponsors, promoted the event to their members.

"We often work with local chapters of overseas alumni groups, such as MIT's and Cornell University's, to extend an event's promotion to senior executives in non-IT sectors," Cheng said.

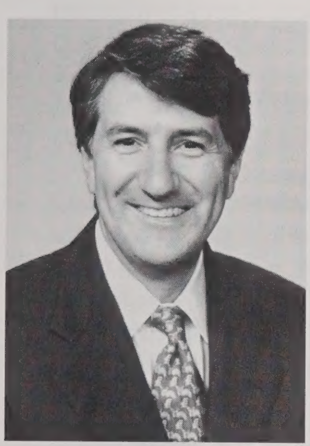
The next conference will be held in the latter half of 2001 in Hong Kong. For more information contact Project Manager Jenny Koo at Jenny_Koo@idgexpo.com.hk or go to www.cio-hk.com.

San Francisco employees chop, grind and stir up teamwork

*It was a team-building exercise with sharp knives and frying pans. IDG Central Services' San Francisco team and the PC World accounting department recently participated in an evening class at California Culinary Academy. With the help of three academy chefs, the group prepared (and ate) crab cakes, filet mignon, salmon with papaya pineapple salsa, risotto, spinach salad with goat cheese and pistachios, roasted potatoes and a berry filo. The IDG chefs included (l-r): Administrative Services Manager **Marc Mirabal**; Telecommunications Manager **Jeff Oterson**; Director, Facilities and Operations **Todd Simms**; Facilities Planner **Ron Gibson**; PCW Accounting Coordinator **Judy Bratton**; PCW Accounting Manager **Michelle Reyes**; PCW Executive Director, Accounting and Operations **Pat Murphy**; Telecommunications Coordinator **Paul Smith**; Mail Services Coordinator **Carla Estrada-Marin**; PCW Online Billing Manager **Diane Hacker**; Mail Services Coordinator **Paul Shinhira**; Facilities Junior Planner **Andy Antioquia**; PCW Accounting Administrator, Operations **Andrew Lyon-Hall**; Senior Mail Services Coordinator **Rio Penas**; and Facilities Coordinator **Rob Octavio**. (Not pictured, PCW Editorial Business Manager **Thomas Pena**.)*

executive Q and A

Kelly Conlin
The president and CEO of IDG is this week's columnist.



> *"IDG's strategy of world-leading brands delivering award-winning content across all platforms — print, online, events, books and research — makes IDG the undisputed global leader in information services on information technology. No other company has the ability or the ambition to benefit as many customers worldwide as IDG. It is a promising and powerful way to begin the new millennium."*

Q Can you summarize IDG's worldwide performance in FY00? Is FY01 likely to be as good a year as the one just past?

A FY00 represented IDG's best performance in revenue growth in more than five years — up 25% in publishing, up 29% in research, up 33% in books and up 38% in events. FY00 was also the best year in the company's history for operating profits, with an increase of more than 110% over the prior year. Our investment portfolio in equity markets and venture capital also had record gains. We also experienced continued success from innovation and investment: online revenue growth of more than 90%, and a new appreciation for the importance of IDG's integrated ("bricks and clicks") approach to new media. IDG's track record for successful startups continued, with new titles like *The Industry Standard* publishing more ad pages than any publication in any category in the history of U.S. publishing. Our new product pipeline continues unabated in publishing (from *CIO* in Japan, to *Darwin* in the U.S. to *Mobile World* in Sweden, to *tecChannel* in Germany) in events (from ASP World and Windows 2000 World in the U.S., to iCE and LinuxWorld in Germany) in research (the introduction of the Internet Executive research program and more than a dozen new conferences) and in books (continued diversification in content delivery including the recent purchase of Hungry Minds.com, a leading online learning marketplace, and a partnership with iUniverse allowing readers to customize and receive various IDG Books titles via the Internet).

In sum: IDG's strategy of world-leading brands delivering award-winning content across all platforms — print, online, events, books and research — makes IDG the undisputed global leader in information services on information technology. No other company has the ability or the ambition to benefit as many customers worldwide as IDG. It is a promising and powerful way to begin the new millennium.

There is uncertainty and caution, however, about the near-term outlook for FY01. The market swings, the election cycle and the dot-com implosion are all conspiring to create a jittery environment. More so than at any recent time, there is very little confidence in forecasts that extend much beyond a quarter. Our managers, for example, while generally satisfied with the first fiscal quarter results, are quite cautious about the second fiscal quarter, traditionally a tough one. From a long-term perspective, we can have great confidence about the inevitability of technology change and growth driving the global economy—and the importance of our customers in driving that change. From a short-term perspective, however, we are buckling our seat belts for some turbulence, trusting our managers will navigate successfully through whatever these next quarters bring.

Q Did IDG consider buying the CMP publications when they were put up for sale?

A IDG carefully considered buying the CMP publications when they were sold, but we were surprised, after examining the company's operations, at the discrepancy between the perception of CMP and the reality of the business operations. You may recall that three and four years ago, CMP was touting itself as the "new" market leader, with fast-growing titles and global ambitions.

What became clear, however, was that this growth was designed more to embellish press releases than derived from sound business practices. The company's newer publications, like *Net Guide* and *Windows Magazine*, had built huge losses with no strategy to recover the investment; the company's international expansion had left them a distant No. 4 in markets with successful, entrenched competitors; and the company's penchant for seizing on trends, such as abruptly changing the name of *Communications Week* to *Internet Week*, looked capricious and desperate.

They were also a "thin" company: rather than a balanced revenue stream from domestic and international operations, from print, web, books, research, events, more than 85% of the company's revenue came from print publishing in one country. In fact, the company's finances rested precariously on only two titles: *Information Week* and *Computer Reseller News*. The rest of the titles contributed little or nothing to the company's bottom line.

Miller Freeman, which has long been a niche competitor with titles like *Teleconnect* and *Dr. Dobbs*, purchased the titles to boost their presence in the tech sector. So far this year, the lead title, *CRN* has fallen 28% in ad pages, *Information Week* is flat, two publications have been folded, and the overall company has declined about five percent in ad pages. (During this same period, IDG has increased its U.S. ad pages by 45%). Miller Freeman also sold off CMP's international titles, leaving them once again competitors in only one country.

Recently, Miller Freeman's parent company, United News, said it was exiting the publishing business and promptly sold most of its titles. Analysts who follow the company have mixed opinions about whether United News will eventually sell CMP too.

IDC's annual sales awards honor outstanding achievement

During the company's annual worldwide sales meeting, held last month in Phoenix, Ariz., IDC honored outstanding performances by worldwide sales staff.

Worldwide Sales Awards
presented by **Kirk Campbell**
president and CEO

President's Award for Sales Excellence
Ken Hoyt, vice president, Enterprise Major
Framingham, Mass.

Country Salesperson of the Year
Y.S. Hong, sales manager, IDC Korea

Regional Sales Person of the Year
Maria Freira, global account manager, IDC Global Selling, Europe, Middle East and Africa

U.S. Overall Sales Awards
presented by **Donald Best**
senior VP, Worldwide Sales

- Salesperson of the Quarter — Q4 **Judy Tyler**
- Special Achievement: **Laura Milewski**
- Special Recognition "Outstanding New Business Development": **Djuna Woods**
- Volume Sales: **Patrick Steeves**
- Sales rep with Team Quota — Enterprise and Industry: **Carolyn Flynn**
- Sales rep with Individual Quota — Enterprise and Industry: **Pamm Prince**
- Latin Sales: **Dan Cardamone**
- Consulting — Enterprise and Industry: **Terri Bergstrom,** greatest $ Volume over Plan and **Judy Tyler** highest % over Plan
- User Accounts — Enterprise: **George Mahowald**
- Financial/Industrial Accounts — Enterprise: **Kevn Dunne**
- Ebusiness Accounts — Enterprise: **Bill Casey**
- Installed Base Accounts — Industry: **John Greco** and **Dee Hatch**
- New Business Accounts — Industry: **Diane Scheiffler**
- Major Accounts — Industry: **Tom Mahowald**
- Major Accounts — Enterprise: **Grace Davis**

Canada Awards
presented by **Paul Brannen**, VP Sales

Canadian Sales Excellence Club 2000
Kathryn De Carlo

Canadian Sales Excellence Club 2000
Steve Poelking

Japan Awards
presented by **Phillipe de Marcillac**
senior VP, Worldwide Research

MVP, IDC Japan Sales Team
Noriko Moritomo

Global Selling Excellence, IDC Japan
Shoko Furukawa

Asia Pacific Awards
presented by Phillipe de Marcillac
senior VP, Worldwide Research

Regional Salesperson of the Year
Brian Kornegay, IDC AP

Country Salesperson of the Year
Y.S. Hong, IDC Korea

Peer Awards
presented by **Donald Best**
Senior VP, Worldwide Sales

U.S. Research Champion
Albert Pang

U.S. Corporate Champion
Dorothy Turcotte

U.S. Sales Champion
Grace Davis

EMEA sales awards will be made at the EMEA sales meeting later this month.

President's Club/ Top Gun Coin Awards

The following awards were presented by **Brad Thorpe**, group vice president, and **Michael Deutsch**, group vice president.

Silver - 100% of Primary Plan

• Enterprise

Dick Denechaud, **Patrick Hill**, **Marc Hirsch**, **Dawn Scalise**

• Industry

Monica Bennett, **Janis Dempsey**, **Bill Ganci**, **Sue Michels**, **Patrick Robyn**, **Simon Salamon**, **Michael Schaeffer**

Gold - 110% of Primary Plan or $300K over Primary Plan

• Enterprise

George Mahowald, **Jennifer Seguin**, **Diane Sullivan**

• Industry

John Greco, **Dee Hatch**, **Pat Murphy**

Platinum - 120% of Primary Plan or $500K over Primary Plan

Michael Deutsch, **Bill Nash**, **Brad Thorpe**

• Conferences

Laura Milewski

IDC sales meeting

continued from page 1

wide customer relationship management system called Sekai (Japanese for "world") designed to facilitate cross-team collaboration and global selling.

- InsideIDC, an intranet focused on sales knowledge management, will launch this month.
- To date, 200 members of IDC's worldwide sales force have participated in IDC's worldwide sales training, ProActive Selling.

A highlight of the meeting was a jeep rally in the Sonoran desert designed as a team-building activity. Attendees also enjoyed a variety of special events during the evening including a casino night and a Wild West night complete with quick-draw contests and tomahawk-throwing competitions.

Week of November 6, 2000

District Sales Manager (CXO)

CXO Media is looking for a District Sales Manager who will be responsible for prospecting, maintaining, and increasing sales of ad pages and share-of-market advertising space for CIO and Darwin magazines. Ideal candidates for this position will possess a minimum of 3 years experience in hi-tech ad sales, be familiar with tech community accounts and the geography for Northern California. Candidates must also possess excellent communication and presentation skills. Knowledge of the hi-tech industry is essential and an understanding of the elements which create opportunity in the advertising community are a plus!
Location: San Francisco CA
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

Conference Coordinator (IDC)

IDC's fast-growing conference group is looking for a conference coordinator to assist with event logistics and marketing support for 7 - 10 events per year. Responsibilities include food & beverage, signage, web site updates, mailings, on-site logistics, registration and setup, technical A/V assistance and meeting management assistance. Candidates should have some event planning experience, preferably in high-tech. Position requires attention to detail, ability to multi-task, and a can-do attitude. Some travel required. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Associate Recruiter/Human Resources Representative (IDC)

IDC is looking for an Associate Recruiter/Human Resources Representative. The candidate will work as a human resources generalist answering day-to-day questions regarding benefits, compensation and payroll issues along with recruiting and employee relations to support our Mountain View and Irvine California offices. You will attend Job Fairs and facilitate College Recruiting program on the West Coast. Bachelor's degree with a working knowledge of Human Resources a must. You should also be a polished, dependable, organized and have a keen attention to details as well as the ability to manage multiple projects. Able to do some travel on mostly on the West Coast. *Location: Mountain View CA*
Contact: G. Lawrence, Fax: 508-935-4432, Phone: 508-935-4137, Email: glawrence@idc.com

Intern, Global Research Organization (IDC)

Assist Demand-Side Research Team with market research survey projects in support of IDC colleagues. Various duties including Web Survey program review, data quality review, and project tracking.
Location: Framingham MA
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Intern, Latin America Internet Research (IDC)

Conduct primary and secondary research to support the research activities of the IDC Latin America Internet team. Specific topics to be covered are: B2B ecommerce, B2C ecommerce, auctions, emarketplaces, eprocurement, comparative shopping, incubators and accelerators. Specific tasks are: create a database and profiles of top players, assist defining framework of ecommerce business models, and map the process of emerging ecommerce activities in the region. Language skills (written and oral): Spanish (required); Portuguese (desired).
Location: Framingham MA
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Intern, Latin America Marketing (IDC)

Marketing Intern: Assisting the marketing department in the coordination and execution of planned activities. Monitoring websites and publications in order to keep informed on market trends, technology issues, and opportunities. Reviewing websites where IDC has a presence for any changes that may affect IDC. Support of the sales team by coordinating the distribution and management of collateral materials. Overall project support (campaigns, events, etc.) *Location: Miami FL*
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Intern, Latin America Telecommunications (IDC)
Latin American Telecommunications. Market Research Assistant. This person will be in charge of contributing to market research projects for the regional telecommunications group. Among the position responsibilities are: oversee the development and update of the Latin America telecommunications market database; gather information on telecommunications operators, vendors and regulators through secondary sources or phone interviews; contribute to the development of surveys and research and analysis methodologies; develop presentations telecommunications topics, contribute with short analytical pieces on the Latin American Telecom market, participate in regional discussions on telecommunications market issues. *Location: Miami FL*
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Consulting Manager/Director (IDC)
As Consulting Manager in the Communications Consulting Practice, you will work with clients to help define their custom research requirements and the methodologies most appropriate for obtaining the data they need to make strategic and tactical decisions. You will work with IDC sales to identify opportunities and close consulting business to include developing projects scope of work, budget and designing deliverables. Your responsibilities will include all aspects of managing research projects from coordinating focus groups, executive interviews and surveys to managing the analyst team. You must enjoy the challenge of providing insight into data analysis, have the ability to edit final reports presentations, and use spreadsheet and database software. And finally, you must be able to manage projects to meet deadlines. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Senior Analyst, Wireless Services (IDC)
IDC's Worldwide Networking Research Group has an analyst opening for entrepreneurial and inquisitive candidates to analyze equipment opportunities for next generation networks. Technology coverage opportunities includes ATM, wireless infrastructure, data networking and voice over IP. This high-profile position allows for frequent contact with the press, Wall Street firms, and senior industry executives and provide opportunities to impart thought leadership to the industry while building a business. Responsibilities include: developing a vision for the industry, publishing written research reports and bulletins, providing strategic advisory services to leading industry clients, leading a business development plan, speaking at industry events & conferences, and collaborating with international colleagues to produce global insights, Qualified individuals will have very strong writing, analytical and presentation skills as well as the ability to demonstrate initiative and balance multiple roles simultaneously. Excellent client relationship and business development skills are essential. BS/BA required. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Executive Assistant, Vice President /Finance (IDG/CSC)
International Data Group is seeking a highly motivated, take charge professional to provide a high level of administrative support to the Vice President/ Finance in Boston, MA. Responsibilities include general administrative support including preparation of presentations, coordinating travel and expense reports, handling all incoming and outgoing calls as well as other special projects. Candidate must be extremely organized, possess proven time management skills and have experience researching issues using the world wide web. Excellent written and verbal communication skills required. Ideal candidate will have 5 years of strong administration experience including excellent knowledge in the various MS office products and Lotus Notes. *Location: Boston MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Administrative Coordinator (IDG List)
IDG List Services has a great opportunity for an energetic, highly motivated person to join their Email List Rental Department. Responsibilities include order processing, invoicing, list rental agreements, assisting sales staff, data entry, and general administrative duties. Responsibilities include order processing, data entry, order fulfillment, order follow-up, invoicing, billing, answering client inquiries, and general administrative duties. Ideal candidate will have strong attention to detail, excellent customer service skills, organizational skills, comfort and aptitude for working with numbers, ability to multitask in a fast paced environment, and computer skills (MS Office) with ability to create spreadsheets. Knowledge of the list business, computers, and publishing a plus.
Location: Framingham MA
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

Account Executive (IDG List)
IDG List Services is seeking an inside sales professional with a senior level of customer service to work in their fast paced email department. The Account Executive will act as the liaison between all clients and list rental customers. Candidates must be detail-oriented with strong writing, computer and organizational skills with an excellent phone manner. A college education preferred, 3+ years sales experience in high tech preferred. Knowledge of list rentals or direct marketing is a plus. *Location: Framingham MA*
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

Director of Technology Subsidiary Rights (IDG/B)

Seeking a leader who is growth oriented, can extend the success of our market leading brands and computer-related content around the world. Minimum of 4 years experience in sales or licensing with a combination of foreign and domestic publishing experience and accomplishments. Ideal candidate must have strong negotiating, staff development and management skills. Knowledge of electronic licensing and the online content opportunities is highly desirable. Foreign language(s) a plus.
Location: Foster City CA; New York NY
Contact: J. Meyers, Fax: 212-884-5547, Phone: , Email: nyjobs@idgbooks.com

Executive Assistant, Vice President /Finance (IDG/CSC)

International Data Group is seeking a highly motivated, take charge professional to provide a high level of administrative support to the Vice President/ Finance in Boston, MA. Responsibilities include general administrative support including preparation of presentations, coordinating travel and expense reports, handling all incoming and outgoing calls as well as other special projects. Candidate must be extremely organized, possess proven time management skills and have experience researching issues using the world wide web. Excellent written and verbal communication skills required. Ideal candidate will have 5 years of strong administration experience including excellent knowledge in the various MS office products and Lotus Notes. *Location: Boston MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Office Coordinator (IPS)

This position will provide administrative/reception support for multi-division, internationally focused office in downtown Boston. Responsibilities will include: answering main phone line, meeting and greeting visitors, opening and closing office, routing mail and faxes, providing copy center functions, ordering supplies for a 40 person office, handling all building related matters, interfacing with vendors and landlord, maintenance of office records (access codes, credit cards, calling cards, pass cards, etc.), CD replication, weekly mass mailings, shipping/postage/receiving, travel and event planning, maintenance of conference room schedule, coordinating services for corporate apartment, filing, and special projects. The ideal candidate will have prior office management experience and have experience in a customer service role. Ability to work independently and to adjust to changing needs and requirements is essential. Time management skills required. A desire to provide excellent customer service and to take ownership of the office is necessary. *Location: Boston MA*
Contact: J. Carty, Fax: 508-935-4600, Phone: 508-935-4480, Email: jennifer_carty@idg.com

NE Sr. Account Manager (ITCareers)

ITCareers, IDG's recruitment solution for the Information Technology community, is seeking a Sr. Account Manager to join the eastern sales team. Responsibilities include selling recruitment advertising in InfoWorld, Computerworld, NetworkWorld and CIO Magazine, as well as ITCareers.com. Must be talented sales professional with 3-5 years proven experience in an ad agency, sales, publishing or media environment. Individual must be able to generate and deliver presentations, negotiate contracts, keep thorough records of all assigned accounts in his/her territory and manage a dynamic sales territory. Qualified candidates must be highly organized, detail orientated, self starting with a strong customer service approach. Ability to manage multiple tasks simultaneously and work well under deadlines in a fast paced work environment. Must have working knowledge of basic computer software. Position reports to the Regional Manager. *Location: East Coast*
Contact: D. Holzer, Fax: 212-987-0331, Phone: 212-828-6691, Email: deanne_holzer@itcareers.net

Marketing Communications Manager (NWW)

The Marketing Communications Manager is responsible for developing and implementing marketing communications programs for print, online and events for Network World's vendor/advertising community. This person is also responsible for ensuring ongoing support of the Network World sales force. The ideal candidate will have 3-5 years experience in high-tech marketing and/or communications. Excellent interpersonal, oral and written skills, with a flexible, team-oriented approach to problem-solving. Proficiency in Microsoft software applications, particularly PowerPoint, Excel and Word. *Location: Southborough MA*
Contact: M. Brunaccini, Fax: 508-935-6454, Email: hotjobs@nww.com

Associate Editor (PCW)

PC World is looking for an associate editor to join its award-winning Reviews team. Candidates should have a thorough knowledge of issues in the computer industry; 3-4 years of magazine writing and editing experience; the ability to produce polished, hard-hitting reviews for a consumer audience; and the ability to work rapidly and accurately under pressure. A working knowledge of Access and Excel is a plus. *Location: San Francisco CA*
Contact: T. Capen, Fax: 415-442-1891, Phone: 415-978-3225, Email: tracey_capen@pcworld.com

Copy Editor (PCW)

The Copy Editor will be responsible for copy editing manuscripts and posting them to pcworld.com; tracking progress of all assigned articles throughout production cycle; proofreading; consulting with authors and editors; and writing miscellaneous copy as needed. Our ideal Copy Editor will be extremely detailed and have enormous respect for daily deadlines. S/he will also have working knowledge of the Chicago Manual of Style, Word, Notes, and XML. Diplomacy and organization are required.

Location: San Francisco CA

Contact: K. Brinson, Fax: 415-442-1891, Phone: 415-974-7362, Email: kimberly_brinson@pcworld.com

Mail Services Coordinator (PCW)

IDG Central Services, which provides operational and facilities support to IDG businesses at 501 2nd Street, is seeking a service-oriented individual for the Mail Department. Responsibilities include sorting and distributing U.S. Mail, express courier packages and inter-office mail; processing incoming and outgoing mail and packages using various computerized systems; assisting with conference room set-ups; managing off-site record storage; providing relief reception; and coordinating and performing miscellaneous projects and tasks. Candidates must be detail-oriented; possess good communication, organization and problem-solving skills; and be able to multitask. A high school diploma or general equivalency certificate and at least 2 years' experience in a business environment required. *Location: San Francisco CA*

Contact: M. Mirabal, Fax: 415-267-1777, Phone: 415-978-3337, Email: marc_mirabal@pcworld.com

Account Representative (PCW)

PC World seeks a self-motivated team player to sell print and online in our Southwestern Region. The Account Representative's primary responsibility is to develop and sell new business for the region and to attain monthly revenue goals for print and online. Candidate must be a self-starter and have strong selling and writing skills. The position requires 2-3 years of advertising sales experience, knowledge of the PC/internet industry, and a basic understanding of syndicated research. Position is predominately telephone sales with limited travel.

Location: Irvine CA; San Francisco CA

Contact: D. Hampson, Fax: 415-267-4531, Phone: 415-978-3133, Email: duane_hampson@pcworld.com

IDC Senior VP Worldwide Sales ***Don Best*** *addresses attendees at this year's worldwide sales meeting, held last month in Phoenix.*

• Enterprise

Tina Adams, Terri Bergstrom, Daniel Cardemone, Bill Casey, Karen Cash, Grace Davis, Mary Davis, Nancy Dougherty, Kevin Dunne, Diane Elhilow, Jim Farley, Sara Fitzgerald, Brian Hoenig, Ken Hoyt, Stephanie Kreitner, Torr Lewis, Becky Liss, Denise Massone, Elizabeth McPherson

• Industry

Bonnie Aarons, Maia Benson, Joseph Charron, Brad Christenson, Pat Duhl, Carolyn Flynn, John Gordon, Chris Jarmul, Jennifer Lapio, John Lyons, Tom Mahowald, Lisa McCoy, Susan Moll, Mary Musgrave, Carla Nash, Michelle O'Mahoney, Karen O'Sullivan, Michael Pedrotti, Patrick Phelan, Steve Phillips, Jose Rodriguez, Diane Scheiffler, John Shirley, Judy Tyler, Rhonda Veloni, Regina Walker, Trace Weatherford, Djuna Woods

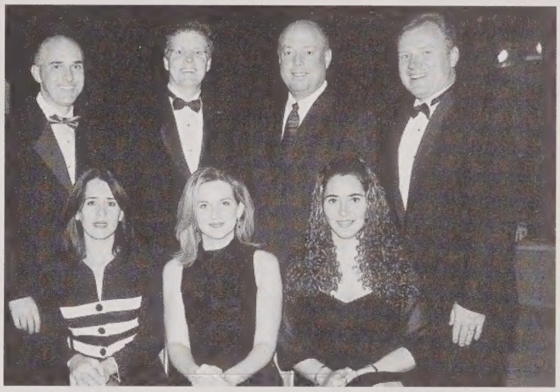
• Volume

Bruce Atlas, Demetra Georgakopolous, Jim Nagle, Patrick Steeves, Cheryl Toffell

IDC eBusiness Salesperson of the Year ***Bill Casey*** *(right) receives his award from (l-r) :* ***Kirk Campbell, Brad Thorpe*** *and* ***Bill Nash****.*

Minglers at the IDC Awards reception (l-r): ***Kirk Campbell, Arline Clements*** *(Virginia),* ***Kathryn De Carlo, Steve Symonds, Megan Williams*** *and* ***Paul Moon*** *(all from Toronto).*

The EMEA group sits for a portrait: Front row (l-r): ***Bianca Bruhn, Keith Henry, Ralph Sheridan, Sylvie Merkling****. Back row:* ***Lucy Docherty, Martina Liedtke, Irene Ford, Samantha Dingwall, Mia Hartikainen, Fiona Macrea*** *and* ***Annabelle Deucellier****.*



IDC's Miami group: Front row (l-r) : ***Mena Cherta, Jennifer Miranda, Liliana Pomareda****. Back row:* ***Ricardo Cookson, Eric Prothero, Dennis Reid*** *and* ***Chris Burgelin*** *(not pictured :* ***Dan Cardamone****).*

IDG Interactive

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These sites aim to help key advertising clients such as Microsoft or Unisys create an audience. The WSW audience — Web developers and senior IT professionals who buy and manage Web products and services – is offered content specific to the Internet segment of the IT industry from IDG publications.

Taglined "The Better Way To Build Your Business," WSW collects news, features and analysis from *CIO*, *Computerworld*, *InfoWorld*, *Network World*, *The Industry Standard*, *PC World* and *ITworld.com*. Topics covered include commerce, connectivity, developer issues and systems issues. An IDG.net editor updates WSW several times a day with stories pulled from the IDG print and online properties; each story points readers back to its originating IDG site or publication.

IDG Communications Director of Interactive Sales **Nick Harvey** said, "Not only does this provide users a better way to build their business, it provides Microsoft partners – some who have never advertised with IDG before – an opportunity to advertise in print and online, with the revenue going back to IDG's online and print properties." Some of those Microsoft partners include Compaq, Aladdin Systems Technology, SurfControl, Protegrity and Visual Insights.

The WSW site is being marketed internally at Microsoft, MS.net, and its partner firms and in IDG publications, both print and online.

Harvey said that MS.net is partnering only with IDG on this project and that there is no Ziff-Davis or CMP counterpart to it. The site will be extant through March 31, 2001, but could stay up longer, he added.

Key staffers include Harvey; from IDG.net Marketing Manager **Kristina Nielsen**; Managing Editor **Alexis Barrera**; Application Developer **Jeff Rusch**; and President **Jeff Julian**; from IDG Communications Vice President, Business Development **Tom Grimshaw**; Vice President of East Coast Online Development **Bill Binan**; NetPlus Evangelist **Amanda Neal**, Vice President of Marketing **Catey DeBalko**, and Vice President, Business Development **Hilary Ohara**.

For more information contact Amanda Neal at amanda_neal@idg.com or 508-935-4678.

noteworthy people

Priante

Croci

Guerin

Peterson

Frieman

Garcia

Promotions

Network World Circulation Director **Richard Priante**, a 25-year IDG veteran, has been promoted to senior director of circulation. "Richard has been with *Network World* since the beginning," said **Evilee Thibeault**, Network World Inc. CEO and publisher. "He developed our first qualification forms and audit statements, which have become standard reporting procedure for many publications in the category. Richard was a key part of the Fusion development team five years ago and has continued to have a hand in audience development through the years."

Terry Croci, *Network World* marketing manager, has been promoted to director of marketing. "Terry joined us a year ago and has successfully managed the talented marcom team, producing some of the most timely, authoritative and gorgeous ads, promotions and sales support we have ever had," said Evilee Thibeault, *Network World* CEO and publisher. "She has also been a key part of the strategic marketing trust of NWI. And the 2001 media kit is to die for!"

Network World Print Buying Supervisor **Mike Guerin** moves up to senior print buying supervisor. "Since last December when Mike joined the Production group, he has made a huge impact on the print buying process," said **Ann Finn**, NW senior production director. "Mike has increased the number of vendor choices, which gives us an opportunity to offer the service of centralized print buying. He has also negotiated a number of volume print discounts that should save money on most of our print next year. In the near future, Mike plans to offer an ordering tool that he created that automates requests for quotes and purchase orders to any department interested in using our services to buy print. It is not only a very cool device but should save us a great deal of time."

New employees

IDG Human Resources' training group in Framingham has hired **Sara Peterson** as program marketing and enrollment assistant to support training and education initiatives on both coasts. She was previously assistant to the director of international programs at Ithaca College in Ithaca, N.Y., where she also received a B.A. in sociology. Away from her desk, she likes to spend time with family and friends.

IDG's Corporate Tax department has hired **Richard Devlin** as tax manager, a position he previously held with Reed Elsevier, Inc. He graduated from Boston's Northeastern University with B.S. in business administration. He enjoys travel, swimming, and walking on the beach and counts putting three daughters through college among his recent accomplishments.

Inside Sales Representative **Dedra Chaisson** comes to IDC's Framingham office from IMS, Inc. where she was an account manager. She holds a B.S. in hotel/restaurant management from New Hampshire College in Manchester, N.H., and another in business from Assumption College in Worcester, Mass. She enjoys hiking, skiing and walking.

Formerly a marketing communications intern at CXO Media, **Sarah Crowley** is now marketing communications coordinator. She has a B.A. in communications from Clark University in Worcester, Mass., and is on track to get an M.A. in professional communications from there in May 2001. She swam competitively in the NCAA for Clark for four years.

InfoWorld has hired **Tammy Stair** as an account executive in its Dallas office. She previously held a similar title at Nationwide Advertising in Houston. A graduate of Stephen Austin State University in Nacogdoches, Texas, with a B.A. in communications, she enjoys travel, working out, biking and hockey.

Director of Marketing **Lisa Schmidt** comes to *InfoWorld* from Oracle Corp., where she was senior Internet business manager and responsible for overseeing all Internet, database and print marketing for Oracle University. She earned a B.S. in communications from the University of Colorado and likes hiking and independent films.

Previously an account supervisor at SCIENS Public Relations, **Lauren McConnell** joins *InfoWorld*'s Paramus, N.J., office as an account executive handling new business development in the New York metropolitan area. She earned a B.A. in sociology from Holy Cross College in Worcester, Mass., and likes to run, bike and travel.

Account Executive **Dana Frieman** comes to ITworld.com's San Francisco office from her position as a real estate sales associate in Los Angeles. She graduated from the University of Southern California with a B.A. in communications and spends her free time skiing, hiking and reading.

ITworld.com has hired **Candy Garcia** as a Web producer in San Francisco. She was previously a Web developer with Golden Gate University's Cybercampus. An alumna of Golden Gate, she holds an M.S. in computer information systems.

Transfers

Previously a marketing communications assistant with IDG Global Solutions in San Francisco, **Michelle Davis** is now an account executive at *Macworld*. She earned a B.S. in communications from Calvin College in Grand Rapids, Mich.

Returning employees

Previously a PR assistant at IDG Books' Foster City, Calif., **Amanda Buick** returns to IDG as a research analyst at *InfoWorld*. In between she spent a year at Shape Technology, a high-tech marketing and public relations agency, where she was an account executive.

Send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

15

Jeff Edman *PC World*

14

Frank Genovese *CXO Media*
Jose Luis Diaz *IDG Spain*
Sergio Saenz *IDG Spain*

13

Michelle Chase *IDG*

12

Jayne Enos *IDG*
Donna Fraser *Laurentian Technomedia*

11

Jeff Oterson *IDG Central Services*
Marco Bertolotti *IDG Italy*

10

Natalia Parron *IDG Spain*

9

Hugo Shong *IDG Asia*
Lynn Levasseur *IDG*
Penny McConnell *IDC Canada*

7

Barbara McDonald *ITworld.com*

5

Jonathan Baron *IDG International Publishing Svcs.*
Pete Halliday *ITworld.com*

4

Yvette Joplin *PC World*
Minna Schmidt *Laurentian Technomedia*
Alan Hartstein *IDG Australia*

3

Cynthia Reed *IDG*
Ifeyinwa Orakwue *IDG*
Jacqueline Dendievel *IDG*
Vicki Klum *PC World*
Rio Penas *IDG Central Services*
Yoshio Moriya *IDG Japan*
Asa Granqvist *IDG Sweden*
Jenny Chin *IDG World Expo Asia*

2

Juhani Sihvo *IDG Sweden*

1

Annelise Fortier *IDG*
Lisa Byron *CXO Media*
Emily Henderson *CXO Media*
Patricia Ignacio *IDG Communications*
Philip Michaels *Mac Publishing*
Shawn Sadler *PC World*
Heidi Thompson *ITworld.com*
Ross McGurn *ITworld.com*
Eleanor Davis *IDG Global Solutions*
Micha van Dinther *IDG Sweden*
Marco Rossi *IDC U.K.*
Jessie Sim *IDG World Expo Asia*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Irvine sales office employees share honors in recent reception evaluation

Alvaro

Hatcher

Callers to IDG's Irvine, Calif., regional sales office can be assured they will be greeted by a knowlegeable and friendly professional — whenever they may call! **Connie Alvero**, who handles receptionist duites during the morning and **Sarah Hatcher**, who takes over in the afternoon, were selected as winners of IDG's most recent receptionist evaluation. Both women received flowers and a personal note of congratulations from IDG Chairman **Pat McGovern**. WU

Welcome back, Enrico!

Friends and colleagues at IDG Italy welcomed Macworld Italia Editor-in-Chief ***Enrico Lotti*** *back to work almost one year to the day after a near-fatal accident during the SMAU 1999 trade show. Lotti spent four months in the hospital and another eight months recuperating at home. Above, Lotti (third from right) is surrounded by colleagues at a party thrown in his honor last month. From left:* ***Mauro Calderara****, Macworld graphic designer;* ***Claudio Leonardi****, Macworld online editor;* ***Paolo Galvani****, publisher, consumer magazines;* ***Mario Toffoletti****, managing director, IDG Italy; Lotti;* ***Maria Grazia Tripodi****, editorial assistant; and* ***Marco Bertoli****, Macworld executive editor.*

celebrating 10!

Name
Evilee Thibeault

Home
Native New Yorker living in Marlborough, Mass.

Joined IDG
March 1989, marketing manager for *Network World.*

Career path since joining IDG
Various roles including VP marketing, associate publisher, publisher and CEO.

Current title
CEO and publisher. My responsibilities include bringing Network World in over plan while keeping us focused, motivated and happy. In addition, working with our executive committee to articulate and promote our vision and mission to the Network World family and to our customers. I also work with the entire team to guarantee that we deliver the highest quality products and services to the most desirable audiences.

Best part of your job
Being part of a fantastic and brilliant team and rewarding everyone for a job well done. I also enjoy calling on our advertiser and agency customers and working with our sales team on strategy.

Career history
I started as a temporary typist at CMP in 1982 and moved into research at CMP for *Information Systems News*, which is now *Information Week*. I then joined a small high-tech PR/ad agency and a couple of years later, **Gary Beach** hired me to be marketing communications manager at *Data Communications*, a now-defunct McGraw-Hill magazine. I went on to be an ad manager at Codex, a Motorola division, and Gary hired me one more time in 1989 to join *Network World* as marketing manager (thanks, Beach!)

Most memorable event since joining IDG?
The surprise 40th birthday party that the NWI sales team held for me at ComNet earlier this year. It featured a wonderful two-page front cover, lovely gift, buttons and photos of me as a kid, several songs, many toasts complete with some downright hysterical impersonations.

I joined IDG because
I heard that Pat [McGovern] dressed as Santa Claus and visited everyone over the holidays. While he does not don the suit and beard, the effect is still very Santaesque and holidays IDG-style are just the greatest. Besides, after CMP and McGraw-Hill, I had worked at the rest, it was time to work for the best.

Best way someone could compliment you on your work
Compliment the person who actually did the work.

THE RITZ-CARLTON

IDG Chairman ***Pat McGovern*** *escorts Network World's* ***Evilee Thibeault*** *to dinner at Boston's Ritz-Carlton in honor of her 10 years of service.*

Interests outside the office
Spinning, running, movies, great healthy food and stimulating conversation. And yes, I remain an obsessive compulsive tearsheeter of ads and edit of interest from any magazine anywhere.

Favorite Web site
fidelity.com, but only when the market is up!

Best publishing/media advice you've ever been given?
From Steve Coit: You only sell one thing and that is reach to your customers' customers and all of your products and services are simply methods on how to reach them. This philosophy simplifies selling print, online and events. Get agreement that your audience is who they want to reach, then simply figure out which of our many products/services best matches their goals.

Favorite quote(s)
"Success is not the result of spontaneous combustion, you must set yourself on fire." (author unsure)
"You miss 100% of the shots you never take." – hockey great Wayne Gretzky.
"If you are not fired with enthusiasm, you will be fired with enthusiasm." – football coach Vince Lombardi

Fantasy job
Since I started in publishing, I always wanted to be publisher of a tech magazine at a great company. Being CEO of Network World Inc. definitely fulfills the fantasy, and it is the gift that keeps on giving as we extend the brand into different areas like online, events and e-commerce.

One possession you'd grab if your office were on fire?
The beautiful silver award Kelly [Conlin] and Pat [McGovern] just bestowed on Network World at the Worldwide Managers Meeting.

News Service sponsors Comdex newsroom

The IDG News Service will set up a working newsroom at Comdex in the Royal Hotel and Casino, just down the street from the Las Vegas Convention Center at 99 Convention Center Drive. From Monday, Nov. 13, through Thursday, Nov. 16, the newsroom in rooms 518-520 will be open 8 a.m. to 8 p.m., and 8 a.m.to 10:30 a.m. on Friday. Journalists from any IDG publication are invited to use the facility, On Sunday, Nov. 12, the News Service will host an international editors' meeting for visiting IDG journalists, with a buffet luncheon followed by some lively discussion.

For more information contact News Service Editor-in-Chief **Elizabeth Heichler** at elizabeth_heichler@idg.com.

IDG **World**Update

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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WWW.IDGWORLDUPDATE.COM

New *Standard* titles in Sweden, U.K. fuel product line's growth

See pages 4-5 for a summary of recent *Industry Standard* launches worldwide.

IDG business units around the world are seeking to replicate the blockbuster success of *The Industry Standard* in the U.S. IDG Sweden's *Industry Standard* and *The Industry Standard Europe* (published by Standard Media International's U.K.-based subsidiary) launched in October, joining *Standard* titles in Australia, Switzerland and Norway. IDG Poland and an IDG licensee in Korea are preparing for November debuts, and licensee The Infopro Group in Taiwan is also shaping launch plans.

PHIL COBURN

***John Battelle**, president and CEO of Standard Media International (left), addresses attendees at the launch party for The Industry Standard Europe last month. At right, **Neil Thackray**, CEO of Standard Media Europe, publisher of the new U.K.-based weekly, looks on.*

With content tailored for their respective local audiences, each new publication will mirror the U.S. *Industry Standard*'s mission to provide timely, critical information about the Internet economy. Targeted to senior-level executives as well as entrepreneurs, marketing managers, IT strategists and others looking to succeed in the new economy, the new publications will feature reports on the business models, companies, technical innovations and people shaping the Internet world.

"When we started *The Standard* three years ago, we knew we were covering a story that was international in its scope and local in its expression," said Standard Media International President and CEO **John Battelle**. "We hoped that our fledgling magazine would break out into its own around the world, but never imagined the speed with which it in fact has done so."

CIO, *Network World* honored at annual Folio awards

CIO
WHO'S AFRAID OF THE CTO?
IDG WORLD UPDATE

*CIO Senior Designer **Chandra Tallman** travelled to New York to collect the publication's Ozzie Award for Best Cover.*

For the second consecutive year, *CIO* and *Network World* were honored at the 2000 *Folio:* Show with awards in editorial and design excellence.

Folio's Editorial Excellence awards honor overall quality and reward achievement in accomplishing a magazine's editorial mission. The awards comprised 23 consumer categories, 22 trade categories and two non-print categories. Publications are judged against how well they fulfill the standards they define for themselves as articulated in their own mission statements as well as the quality of their content.

In the computing category, *Network World* was awarded top honors and *PC World's* online site www.pcworld.com was a finalist.

The Ozzie Awards honor excellence in 12 categories of magazine design. *CIO* and *Network World* each took home a gold award.

CIO won top honors *for* Best Cover: Trade (Above 100,000 circulation), and *Network World* won for Best Use of Illustration: Trade (Above 35,000). In its category, *Network World* was also a finalist for two other awards: Best Use of Table of Contents and Best Feature Design.

This year, the Ozzies received more than 1,700 entries submitted by trade, association and consumer magazines. The entries were evaluated by a panel of 30 distinguished judges and were rated on how well they satisfied the criteria within each category. All

continued on page 5

newsworthy

in brief

IDG's integrated marketing approach boosts European market share lead

IDG continues to dominate the European IT publishing market with a 32.4% share of advertising pages in the region for the first six months of 2000. IDG's advertising market share is more than twice that of the nearest competitor, VNU, which has a 15.4% share of ad pages, according to data from AC Neilsen MMS.

"IDG's leadership in the European market is a direct result of our commitment to offering proven integrated marketing opportunities in print, online and events that reach the most influential technology buyers in the market," said IDG President and CEO **Kelly Conlin**.

The top 50 advertisers in Europe not only represent 27% of all advertising expenditures in the region, but they also placed 27% of their advertising pages with IDG, a larger share than those of any other publishing group in the region.

Distributique
Sécurité: PME sous influence
Dealer World
CÁMARAS DIGITALES:
ComputerPartner
Blicken Sie noch durch?
„Klasse!"
SAN-Vertrieb: indirekt
Händler skeptisch

Distributique (France), Dealer World (Spain) and Computer Partner (Germany) had the highest increases in advertising pages among IDG's channel publications in Europe.

IDG experienced strong growth in advertising pages in Sweden, Portugal and Germany. IDG Sweden outpaced the market with a 25% increase in ad pages compared with the first six months of 1999, while the Swedish market overall had an increase of just 7% for the period. Portugal experienced advertising page growth of 23%, led by *Network World & Telecom* (up 151%). IDG Germany demonstrated an increase of 21%, led by *Macwelt* (up 63%), *Computerwoche* (up 16%) and *Computer Partner* (up 11%).

IDG's Macintosh-related titles expanded ahead of the overall market category. *Macworld* publications increased their ad pages by 25%, compared with 12% for the overall category. *Macworld U.K.* demonstrated a 12% increase in pages for the period, while *Macworld Sweden* was up 13%.

IDG's *Network World* product line experienced page growth of 19%, more than double the overall growth rate of 9% for the category. In particular, Sweden's *Natverk & Kommunikation* had an increase of nearly 40% in advertising pages.

IDG's Channel publications collectively expanded 12% during the period, slightly ahead of the overall category expansion of 11%. Top gainers were *Distributique* in France (up 16%), *Dealer World* in Spain (up 13%) and *Computer Partner* in Germany (up 11%).

IDG Global Solutions EMEA hosts agency get-together

Home may be where the heart is, but it's also where IDG Global Solutions can be found. Earlier this fall, IDG Global Solutions (IGS) EMEA hosted an event for 200 clients and advertising agency staffes at Home Leicester Square, a new nightclub/performance space/restaurant in London's West End.

The event, said IGS Vice President, Marketing **Colwyn Munro** was designed to raise the awareness of IDG and IGS with agency staffs "right down to the planners and media executives who normally get left out of any sort of social events," he said. "By inviting a reasonable number from each agency we were able to ensure that the Global Solutions staff got to know the faces associated with voices that do the day-to-day [work] that media requires."

Representatives from IGS Paris and Munich offices also attended the evening, along with the IGS Asia Pacific President **John Tan** and his team from Singapore.

IGS/EMEA President **John O'Malley** gave a brief address thanking customers for their support and reminding them of IDG's successes in the last year in which the company distributed more than 300 million publications worldwide, served 3.2 billion online ad impressions, delivered 1.2 billion e-mail newsletters, sold 30 million books and generated 500 research reports.

"We at Global Solutions have played our part in bringing this worldwide matrix of products to market and you in turn have done your part in understanding IDG's unique proposition," he concluded.

*IGS EMEA President **John O'Malley** addresses ad agency staffers.*

According to Munro, the evening was the biggest event hosted in the U.K. this year by an IT publisher for advertising agencies.

For more information contact Colwyn Munro at colwyn_munro@idg.com.

Coming up

Identity
(Branding in the new economy)
Nov. 30
Sheraton Palace
San Francisco
www.thestandard.com/identity

InternetWorld Japan
Dec. 14-15
Makuhari Messe
Chiba City
Japan
www.idg.co.jp/expo/iw

European Managers Meeting
Jan. 25-27, 2001
London
Contact: **Marion Kibbee** at
marion_kibbee@idg.com

European Managers Meeting
Jun 21-23, 2001
Berlin
Contact: **Marion Kibbee** at
marion_kibbee@idg.com

Asia Pacific Managers Meeting
June 7-9, 2001
Honolulu
Contact: **Marion Kibbee** at
marion_kibbee@idg.com

executive Q and A

Karen Budreau
IDG's VP/Corporate Human Resources is this week's columnist. Part 2 of her column will appear next week. She may be reached at karen_budreau @idg.com.

"Given IDG's philosophy of keeping corporate resources lean, the corporate HR group is relatively small, but we are always looking for ways to do more with less through automation. Our soon-to-be-launched HR Web site is a perfect example of trying to respond to employee needs as efficiently as possible."

***Q* Please explain how IDG Human Resources is organized.**

A IDG is not the typical company and so the HR function is not structured as it would be in a typical company. In the U.S., most of the large or rapidly growing business units such as PC World, InfoWorld, Computerworld, IDC, Network World, IDG Games Media, IDG Books, Standard Media International and ITworld.com have their own dedicated HR staff. These individuals function as HR generalists and handle all aspects of HR from recruiting to training and development and employee relations. Those units hire the human resources professionals they need based on their business needs.

Smaller units are supported by what we refer to as the Human Resources Services Division (HRSD) East or West. **Patty Reilly** oversees HRSD East providing, on a fee basis, HR-related services to CXO Media, IDG International Publishing Services, IDG World Expo, the Corporate Services Group, Corporate Support Center, IDG Legal, Corporate Travel, IDG Asia, IDG Research, IDG List Services, IDG Paper and HR itself. The corporate Training and Development group is also a part of HRSD East. This group, which is led by **Julie Lynch** and **Connie Raleigh**, sponsors all corporate training initiatives such as Publishing Institute, U.S. Publishing Institute, European Publishing Institute, etc. This group also has responsibility for IDG employee surveys worldwide.

Sue Murphy oversees HRSD West providing services to IDG Communications, ITCareers, IDG Global Communications, Mac Publishing, The Webby Awards, IDG Executive Forums and IDG Global Solutions U.S. This HRSD East/West structure allows us to leverage the resources we have to provide the smaller units, that would otherwise not be able to afford or would not need a full-time resource, with the level of support they need.

Although each unit has much autonomy, from an HR standpoint, there is a need to treat employees fairly and consistently. In order to do that, an HR Leadership Team was formed that includes Patty Reilly and Sue Murphy, **Debbie Bernardi** from IDC, **Kate Coldwell** from PC World, **Michelle Burnham** from InfoWorld, **Monica Brunaccini** from Network World, **Jacqueline Dendievel** from Corporate Projects, **Kristen McIsaac** of ITworld.com, **Armaity Patel** of Standard Media International, **Cara Smith** of Publish Media and myself. This team focuses on how we address the key issues relating to people such as retention, benefits, recruitment and information access. The team meets monthly to discuss and resolve issues that cut across all units, share best-practice information, and to agree upon how we deal with employee needs. This group also meets twice a year for a strategic planning session, reviewing the prior year and outlining critical needs and initiatives for the new year. We have found that over the past year this has worked well in the IDG decentralized structure.

On the international side, each business unit has the ability to hire the resources needed to support its business as well. As you would expect, the larger units have dedicated HR people while smaller units utilize other staff members to get the work done or they contract with outside firms as needed. At least once a year, representatives from many of our international units including **Nadia Bertaggia** of IDC/EMEA, **Mike Giam** of IDC/Asia Pacific; **Kolbjorn Vilnes** of IDG Norway; **Sarah Fenton** of IDG U.K.; **Svenja Mohn** of IDG Germany; **Catherine Spence** of IDG Global Solutions; **Shirley Horrocks** of IDC U.K.; **Claudio Ceriani** of IDG Italy; and Debbie Bernardi of IDC U.S. meet with a few of the corporate HR people to discuss and resolve issues and to share best practices.

The Corporate HR group resides in Framingham and deals with the nuts and bolts of HR. **Cheryl Talamini** oversees the benefits planning and administration area, **Julie Boudreau** oversees human resources information systems, **Debbie Sobin** oversees payroll, **Mary-Jo Porcello** oversees compensation, and **Susan Brown** oversees executive recruiting. Although much of the work is focused on the 30 or so U.S. companies, the compensation group provides compensation support on a global basis for IDG executive compensation and assists with more complex visa-related issues.

Given IDG's philosophy of keeping corporate resources lean, the corporate HR group is relatively small, but we are always looking for ways to do more with less through automation. Our soon-to-be-launched HR Web site is a perfect example of trying to respond to employee needs as efficiently as possible. The new site, IDG Employee Connection, will give employees immediate access 24 hours a day, seven days a week to up-to-date personal information, benefits plans, training and development initiatives and company information. This self-service tool, accessed via a password-protected login ID, will allow you to update information such as address changes, learn more about the details of the company's extensive benefits programs and check the specifics of various company practices. More information will be available in the coming month.

The Industry Standard product line at-a-glance

THE
INDUSTRY STANDARD
AUSTRALIA
THE NEWSMAGAZINE OF THE INTERNET ECONOMY
$6.50
B2B BIFFO
COMMERCE ONE VERSUS ARIBA
NET CURRENCY
RECONSTITUTED BEENZ?
LOCK AND KEY
NEW CRYPTO STANDARD
EDUCATION
OLD SCHOOL GOES ONLINE
Corridors of
DEAD END

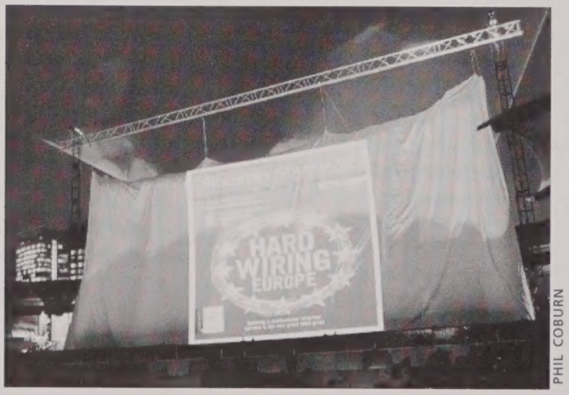
AUSTRALIA

The Industry Standard Australia
Publisher: IDG Australia
Launch: Web site (www.thestandard.com.au) on Feb. 3; print publication May 19.
Frequency: Bi-weekly; slated to go weekly in early 2001.
Circulation: 10,000 controlled being converted to subscriptions, and newsstand
Milestones: This was the most successful launch in IDG Australia's history, and it recorded $1 million in revenues faster than any other IDG Australia business unit.
Key staff: Editor **Ian Yates** (ian_yates@idg.com.au), VP/Publisher **Barry Sanders** (barry_sanders@idg.com.au).
Misc.: Many advertisers are first-time clients of IDG Australia.

INTERNET STANDARD
Die Schweizer Zeitung der Neuen Wirtschaft
COMPANIES
WWW.SCHWEIZ.CH
DIANTHE CABLECOM
DOTCOMS, DOTGONES
PATENTWAHN IN DEN USA
MONEYMAKER
WACKLIGE TELECOMTITEL
COMMUNITY
DIGITALE KINOWELT
NETWORK
ONLINE-BEWERBUNGEN
TV3: Internet soll «Big Brother» beflügeln und den Sender retten
Big Brother
In zehn Tagen startet das Container-Spektakel auch in der Schweiz. Damit beginnt laut TV3 die digitale TV-Zukunft – und die Abhängigkeit des Senders vom Internet.
Halbleiter-Titel sind ein Muss fürs Depot

SWITZERLAND

Internet Standard
Publisher: IDG Switzerland
Launch: Aug. 18
Frequency: Weekly
Size: 32-page minimum
Format: Newspaper size to fit Swiss readers' preferences for newspapers over magazines.
Circulation: Initial circulation of 17,000; goal is 42,000. Subscriptions currently more than 4,000 with goal of 12,000.
Web site: www.istandard.ch
Co-Editors: Claude Settele (claude.settele@istandard.ch) and **Roland Harisberger** (roland.harisberger@istandard.ch)
Misc.: Swiss e-commerce market projected to be $18.2 billion by 2003.


HARD WIRING EUROPE

PHIL COBURN

The launch issue of the Industry Standard Europe lit up the night sky during a laser light show in London on Oct. 18. More than 300 people attended the rooftop launch party at the Coq d'Argent restaurant.

BUSINESS STANDARD
SLÅR EUROPA
USA
I E-BUSINESS?
DBS ØNSKER
MONOPOL
KAFELIV OG
PENGER=
MOTIVASJON
BØR NORGE
KJØPE
KUNNSKAP?
DE BESTE
NETT-SELSKAPENE

NORWAY

Business Standard
Publisher: IDG Norway
Launch: Sept. 15
Frequency: Monthly
Format: Magazine
Size: First two issues 84 pages, with 17 and 19 ad pages in Sept. and Oct., respectively. Ad sales expected to be 20% higher in November.
Web site: www.business-standard.no.
Circulation: 25,000 controlled/subscription; 5,000 newsstand/other
Key staff: Editor-in-Chief **Arne Uppheim** (arne@idg.no); Editor **Per Martin Fosmark** (fosmark@idg.no).
Additional revenue: *Business Standard* will sponsor a series of seminars for e-business professionals. The first session on Nov. 21 is a full-day seminar on "Integration of Business Processes: The Key to E-Business Success." Like the magazine, it targets leaders of traditional businesses looking to adapt e-business to improve their business. The first seminar costs approximately US$400; *Business Standard* editorial staff as well as invited speakers will address the 200 participants expected.
Misc.: One direct competitor, *E-Biz*, launched earlier this year. With IDG Norway launching a bigger magazine with better editorial, more marketing and a better sales force, *E-Biz* investors have backed off and the magazine likely won't survive.

U.K.

Industry Standard Europe
Publisher: Standard Media Europe
Launch: Oct. 19
Frequency: Weekly
Format: Magazine (English-language)
Distribution: 80% in the U.K., with newsstand sales in Austria, Belgium, Denmark, France, Germany, Italy, Malta, the Netherlands, Norway, Poland, Portugal, Spain, Sweden and Switzerland.
Headquarters: London. Bureaus in Paris, Geneva and Stockholm; more to be added.
Circulation: Goal is 30,000 to 40,000; print run is 120,000.
Web site: www.thestandard.com/europe (launched Oct. 2).
Key staff: CEO **Neil Thackray** (nthackray@thestandard.com), Editorial Director **Michael Parsons** (michaelp@thestandard.com), Editor-in-Chief **James Ledbetter** (jml@thestandard.com).

Week of November 13, 2000

Market Development Specialist (IDC)

This exciting new position manages the revenue growth of existing and new research products in the Personal Devices and Peripherals markets through a range of marketing and business development activities, including promotions, lead generation, identifying new customer targets and facilitating the close of new business. Based in a dynamic team environment, this multi-faceted job collaborates with IDC marketing, sales, research (and clients. The position requires two years of business development, marketing, or sales/marketing experience. Prior experience within or working directly with a sales organization as well as an MBA are preferred. Strong written and verbal communication as well as personnel management/small team leadership skills required. Requires creative, self-motivated, detail-oriented, energetic, passionate individual with strong time management skills. *Location: Framingham MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Marketing Coordinator (IDC)

IDC currently is looking for a Marketing Coordinator who will be responsible for assisting in the marketing efforts for our conferences. Specific responsibilities include the creation and execution of a marketing plan for each event and the direct mail campaigns to sell attendance and sponsorship for events. This role will include writing and editing copy, working with internal and external graphic designers, overseeing layout, printing and mailing of direct mail pieces, assisting in the management of house mailing list, creating advertising for events and assisting with placement decisions, and assisting advertising sponsors with any sponsorship issues. The successful candidate should have strong direct mail skills, including writing, list selection and management and production. Successful candidate will be a self-starter, able to manage multiple simultaneous projects. Excellent growth opportunity, with ability to participate in all aspects of a start-up operation. Experience in the IT industry strongly preferred. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Marketing Services Manager (IDC)

IDC Corporate Marketing is looking for an energetic and dynamic marketing professional. This position requires a results-oriented and creative team player with management experience. Responsibilities will include the management of the prospect database, and the sales & marketing tools database. Additional responsibilities include list management, and event planning. The successful candidate for this position will be deadline and detail-oriented and will possess superior project management, communication skills and proven management experience. Three to five years of marketing experience is essential.
Location: Framingham MA
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133 , Email: ecole@idc.com

Director, AIA Software Consulting (IDC)

Head IDC's AIA Software Consulting practice, which focuses on market research and consulting relating to IDC's AIA program's areas of research coverage, which includes ERP, SCM, CRM, BI and eBusiness. Assume responsibility for nurturing and growing $2 million business comprised of White Papers, research/consulting projects and multi-client studies. Manage staff of one Consulting Director, relationships with clients, AIA research staff, and business partners. Responsible for managing and growing the current business as well as carrying some business development and project management workload. The ideal candidate will be able to work in a collaborative environment and be able to build teams and enroll team members – from both within IDC and our business partners. The ability to expand and build on a growing business as well as originate new opportunities is also important. Candidates should have >15 years of consulting, research, and/or marketing experience in the IT industry. Research skills are important. The ability to effectively work with large IT suppliers is a must. MBA or advanced degree preferred.
Location: Framingham MA
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Lead Qualification Specialist (IDC)

IDC's Hardware and IT Advisory Services Research Groups have a full-time position open for a Leads Qualification Specialist. We seek a motivated, self-starter and to qualify and track leads for a broad range of research programs in our Hardware and IT Advisory Research groups. The position requires one-on-one communication with IDC prospects, analysts, marketing and sales teams regarding current prospects and new leads. It focuses on assistance in the research and preparation of prospect lead lists to help create sales opportunities and facilitate a steady stream of qualified leads. The ideal candidate must be organized, affable, inquisitive, detail-oriented and capable of working with different sources of data, including the Internet. A professional and confident phone manner is required. Prior experience in lead qualification or phone-based research is preferred. Training will be provided to the right candidate for this dynamic position.
Location: Framingham MA
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Senior Analyst, Services (IDC)

To keep pace with the rapid growth in demand for IDC's market intelligence in the networked infrastructure management services area, IDC is seeking a Senior Research Analyst who will be responsible for identifying new opportunities for service providers looking to build market share in the emerging computing utility and Application Infrastructure Provider marketplace. This analyst will help these providers understand the opportunities in this new marketplace by identifying key players and trends, developing new market models, and providing tactical and strategic recommendations. This is a high-profile position in which the successful candidate will work with both start-up ventures and Fortune 500 companies, meet with key executives in developing go-to-market strategies, interact with Wall Street firms, and have frequent contact with the press. Candidates must possess excellent written, presentation, and quantitative skills. MA/MBA graduate with experience in the high technology services or IT and Internet services industries a plus.
Location: Framingham MA
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Client Services Coordinator (IDG List)

IDG List Services has an opening in their Brokerage Division for a Client Services Coordinator: sales administration and support position. Responsible for: all facets of client invoicing and billing, liaison with corporate accounting, generating revenue/client reports, sales support, order processing back-up and follow-up with vendors and clients. Requires excellent phone skills, customer service, attention to detail and PC experience. Direct Marketing experience a plus. *Location: Framingham MA*
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

Associate Automation Technician (IDG/B)

Responsible for supporting all areas of automation for the Production Department by assisting the Associate Supervisor of Automation (ASA) with new script development and maintenance of existing scripts. Successful candidate will have a working knowledge of and/or aptitude for scripting and programming in AppleScript, Visual Basic for Applications and other development environments as needed. Two years of prior Desktop Publishing experience are required. A thorough working knowledge of QuarkXpress 4 software is required. Experience with color, design, and book production is beneficial. Plusses include: a working knowledge of Windows 95 to facilitate troubleshooting cross-platform automation issues; a thorough working knowledge of Microsoft Office (both PC and Mac versions); experience with Mac OS systems support. *Location: Indianapolis IN*
Contact: C. Secrist, Fax: 317-572-4001, Email: csecrist@idgbooks.com

Senior Writer (IFW)

InfoWorld, the award-winning IT industry newsweekly and Web site, is seeking a Senior Writer to cover the networking industry. The job includes writing breaking news for infoworld.com and news analysis and enterprising stories in the networking beat for the weekly magazine. News staff writers also write regular features. Applicants should have at least three years of IT or general reporting experience. Successful candidates will have a keen interest in networking and be able to explain the business impact of the technology. *Location: San Francisco CA*

Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Network Specialist (IFW)

The successful candidate will play an important role in the support of the Infoworld's technology infrastructure and day-to-day network operations. Responsibilities include: implementation, management and support of our existing LAN/WAN environment. Network analysis, design and administration of NT, Netware and Domino servers in a farmed/clustered environment. Candidate will also be 2nd level support to the IS Help Desk. An on going task is to create, develop and implement policies and procedures which benefit the department and most importantly the customers we support. The candidate will have at least 3-5 years of network implementation, administration and support experience. Significant hands on experience with the above mentioned platforms and telephony experience will be considered a plus for the candidate.
Location: San Mateo CA

Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Vice President, Finance (ITworld.com)

The Vice President, Finance is responsible for the overall financial management of the Company as well as the management of the ad operations department. Initial primary financial responsibilities include budgeting, forecasting, internal reporting and compliance. Primary ad operations responsibilities include the management of ad trafficking and serving, newsletter ad production and internal reporting for all of the Company's websites and interactive products. You will be a member of the senior mgmt team and drive corporate and department planning. Responsible for managing and developing accounting and ad operations staff, revising, developing and recommending accounting policies and procedures and cash flow forecasting. When and if the company requires external financing, the VP, Finance will act as the primary liaison with outside lenders, auditors, and accountants. You must be able to analyze and prepare internal and external financial and operating reports with respect to profits, trends, costs, and budget compliance. The qualified candidate will have 7+ years' experience preferably in the high-tech; online, or publishing industry. A bachelor's degree in accounting, finance, or business (CPA or MBA highly desirable) and a strong understanding of GAAP and advanced computer knowledge are preferred. Prior experience in a public company environment within a financial capacity is desired but not required. You will possess high intelligence, be a self-starter, have excellent human relations and communications skills and have high energy. Candidate will also possess integrity, a flexible work style, and the ability to work in a fast-paced, team-oriented company. *Location: Southboro, MA*

Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Circulation Operations Manager (NWW)
The Print Circulation department is seeking a talented, circulation professional to join their team. In this position, you will report to the Sr. Director of Circulation and participate in the development, execution and management of circulation marketing plans and strategies for controlled circulation. You will be responsible for working with BPA and preparing audit statements. You will act as a key liaison with our fulfillment house and be responsible for maintaining the integrity of our database. You will develop and maintain online forms and processes, and continually seeking new ways to automate or streamline processes. You will also provide customer support to our internal customers and our readers. Qualified candidates must 3-5 years of circulation experience and have a BA or equivalent job experience. Strong knowledge of BPA rules and regulations required. Proven analytical skills as well as effective organizational, communication and interpersonal skills required. Working knowledge of Excel and database management required. Familiarity with high tech/networking market a plus. *Location: Southborough MA*
Contact: M. Brunaccini, Fax: 508-490-6454, Phone: 508-490-6474, Email: hotjobs@nww.com

Copy Chief (PCW)
PCWorld.com is seeking a new Copy Chief to oversee PC World Online style and copyedit operations. Responsibilities will include demonstrating high-level knowledge of standard copyediting practices and PC World style; maintaining close contact with print copy desk and consulting with print copy chief on style decisions; supervising junior and freelance copy editors; monitoring progress of copy through copyflow and production; and mastering technologies associated with PCWorld.com production. The ideal candidate will have 3-4 years experience copyediting; experience editing a publication with daily deadlines; experience tracking copy and working with others to meet deadlines; excellent working knowledge of the Chicago Manual of Style; and experience reading pages for adherence to house graphic style as well as text style.
Location: San Francisco CA
Contact: K. Brinson, Fax: 415-442-1891, Phone: 415-974-7362, Email: kimberly_brinson@pcworld.com

SUCCESS

FOR THE INNOVATIVE ENTREPRENEUR *since* 1891

As featured in OCTOBER 2000

Mavericks

On Top of the PC World

He is perched atop an empire nearly as vast as the United Nations. But Pat McGovern is an emperor of words, not war, and he likes to let his 100 million readers in about 80 countries dictate to him, rather than the other way around.

The founder and chairman of International Data Group (IDG), McGovern helms an information powerhouse that dishes up everything from *Dummies* books to expos. IDG is ranked among the nation's top privately held companies, with revenues of about $2.5 billion.

It would be easy to assume that only aggressive marketing could account for such growth.

Not so, says McGovern.

"Your best board of directors is your customers," he says.

On the telephone from his home in New Hampshire—he owns three homes—McGovern is down-to-earth and relaxed.

He's not kidding anybody: This is a man driven by a mission. Although he says he's pleased at the extent of his readership, he fully anticipates a fivefold increase by 2005. That's half-a-billion readers worldwide.

"Yes," he says matter-of-factly. "But the world has 6 billion people now, and there is a real need for useful information."

As a biophysics major at the Massachusetts Institute of Technology, McGovern had faith in the power of technology to improve the quality of life throughout the world. But by his graduation in 1959, he knew the tools to create revolutionary technology were sparse and undeveloped.

"Before people can conceive of something, they must see that it's possible," he says.

He had the background. Before his graduation from MIT, he had been a writer and editor for *Computers & Automation*, the nation's first magazine about computers. He stayed with the magazine for several years before starting International Data Corp. (IDC), a marketing research firm.

When IDC began publishing the weekly *Computerworld* for computer professionals in 1967, McGovern's philosophy was simple: trust the editors and trust the readers. He still does.

"I let the editors be the experts," he says. "I trust the editorial staff to make the decisions."

Rather than perform with the musicians, he prefers to be the maestro.

"Your job is to give them the resources and the encouragement to succeed, and get out of the way," he says.

Empowering his 12,000-plus employees has not only led to a staff turnover rate of less than 5 percent, it's helped IDG create an indelible mark.

Does the *Dummies* series sound familiar, for example? You know: the bright yellow cover, the chummy tone for all things technical and common alike?

He admits that he was a little taken aback when his staff presented him with the first *Dummies* book: *DOS for Dummies*, created for those who were "dumb" about technical material.

"I said, 'Gee, I don't know, that seems a little risky,'" he laughs. "But it turned out that their insight was right."

Was it ever. The *Dummies* series has branched out from computer-related subjects to antiquing, contracts, cats, and plenty more. In fact, McGovern says he had the opportunity to give one of the *Dummies* books a test-drive himself: *Weddings for Dummies*.

"My daughter was married recently," he says, "and I needed a little refresher." Did it help? He laughs. "Well, yes, it did."

In February, McGovern and his wife, Lore Harp McGovern, committed $350 million to MIT to establish the McGovern Institute for Brain Research, thus catapulting them into the ranks of one of America's most generous philanthropists.

"I felt the time had come that the tools were finally beginning to come into place," he says. ■

by PAUL GALLAGHER

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(At right): IDG Sweden's "new economy" editorial team (bottom to top): ***Jenny Moberg****, editor;* ***Malin Westfelt****, art director;* ***Peter Bylin****, editor-in-chief;* ***Helena Reistad****, managing editor;* ***Moa Mansén****, editor;* ***Magnus Nygren****, publisher;* ***Sara Norman****, assistant editor-in-chief;* ***Peter Jidesten****, creative director;* ***Sara Pramsten****, editor;* ***Elin Dunås****, editor;* ***Jonas Svärdling****, editor;* ***Jon Röhne****, editor;* ***Nina Mattsoff****, editor;* ***Alexandra Heymowska****, editor;* ***Virve Hedenborg****, editor;* ***Johan Klingstam****, editor;* ***Ulrika Kroon****, features editor;* ***Lars Eriksson****, editor;* ***Torun Bjurman****, editor. Not pictured:* ***Anna Olsson****, Web editor.*

POLAND

The Internet Standard

Publisher: IDG Poland

Launch: Nov. 10

Frequency: Monthy

Circulation: 5,000

Ad/edit page ratio goal: 50/50

Web site: www.internetstandard.com.pl

Key staff: Publisher **Olo Sawa** (olo_sawa@idg.com.pl); Editor **Katarzyna Szczesny** (katarzyna_szczesny@idg.com.pl)

SWEDEN

INDUSTRY STANDARD
SVERIGE
Mobil guldjakt i
ASIEN

Industry Standard Sverige

Publisher: IDG Sweden

Launch: Oct. 26

Frequency: Weekly

Key contact: Publisher Magnus Nygren (magnus.nygren@idg.se)

Format: Magazine

Size: First issues 84 pages with 34 ad pages.

Web site: www.standard.idg.se

Circulation: 27,000, controlled/subscription, 3,000 newsstand.

KOREA

The Industry Standard Korea

Publisher: JoonAng Ilbo TSK Co. Ltd.

Launch: Nov. 27

Frequency: Weekly

Format: Magazine

Size: First few issues planned to be approximately 40 ad pages and 88 editorial pages.

Circulation: 20,000 (14,000 controlled with plan to covert to paid; 6,000 newsstand)

Web site: www.thestandardkorea.com and www.korea.thestandard.com

Key staff: Editor-in-Chief **Seok-Jin Jung** (sjjung@joongang.co.kr), Staff Translator **Chin-Ku Lee** (dreamdog@joongang.co.kr).

Folio awards

continued from page 1

award winners will be featured in the *Folio:* December issue.

"We are honored to be recognized by Folio's editorial and Ozzie design awards," said **Kelly Conlin**, IDG president and CEO. "These awards are highly regarded in the publishing industry, and IDG's recognition year after year is testament to the commitment to excellence and exceptional talent of our journalists and designers."

The awards were announced at the 2000 Celebration of Excellence Awards Gala held at the 11th annual Folio: Show in New York City earlier this month.

NetworkWorld

Showing off Network World's gold award for Best Use of Illustration are (l-r): ***Rob Stave****, design director;* ***Tom Norton****, art director;* ***Sandy Gittlen****, managing editor;* ***Neal Weinberg****, features editor; and* ***Bob Brown****, news editor. Not pictured:* ***Beth Schultz****, executive editor.*

noteworthy people

Carpenter

Pearman

Decraene

Smith

Denny

Stephens

Promotions

The Media Development group at IDG Books has recently completed a major consolidation of the Foster City, Calif., Media Development department into the department in Indianapolis. In the past six months, the team has been expanded and reorganized. As a result there have been several promotions and new hires.

Laura Carpenter assumes the post of Media Development manager responsible for managing the Media Development team, processes and internal schedules. She also handles staff training on the Media Development process, proposal development, special projects and technical support issues.

Product Development Administrator **Rich Graves** has been promoted to media development supervisor. "Rich is responsible for managing the administrative aspects of the department, specifically Permissions and our Beta relations, distribution and administration effort," said Media Development Manager Laura Carpenter. "Rich is a five-year IDG Books veteran who, prior to his current role, was in charge of the Tech Editorial Schedule for the Tech Editorial Department, where his efforts earned him a Quality Award."

Associate Permissions Editor **Carmen Krikorian** is now senior permissions editor. "Carmen's excellent efforts in consolidating the Foster City workload and her three years of outstanding permissions editing have earned her a well-deserved promotion," Carpenter said.

Associate Acquisitions Editor **Laura Moss** has been promoted to permissions editor. "Laura joins us from the Tech General User Acquisitions team," Carpenter said. "Her follow-through and tenacity are already having an impact, and her great attitude and team spirit make her a welcome addition."

Assistant Media Development Coordinator **Marisa Pearman** moves up to media development coordinator. "Marisa is responsible for tracking all new book projects and is our department liaison to the Editorial and Cover Coordination teams," Carpenter noted. "Marisa also acts as support for our technical and administrative staff by assisting them with research, troubleshooting and quality assurance."

Megan Decraene, previously associate media development specialist, is now media development specialist. "Megan has been a cornerstone in the success of our consolidation effort and leads our Consumer and Certification CD efforts," Carpenter said. "She also trains all the new team members in the technical aspects of the department."

New employees

New to IDG Books Media Development department is **Jamie-Hastings Smith**, who is the department's associate media development specialist. He previously worked for Illinois Wesleyan University's Office of Residence Life. His varied tasks include CD development for all publishing groups. He will also be at the core of special project efforts, where his Macintosh, HTML, and Web mastering expertise will help build the foundation for such important initiatives as the Unlimited Edition, a customer-focused Internet product.

IDGB Media Development Specialist **Travis Silvers** brings his background in network administration, supervision, and coordination to IDG Books from his tour in the U.S. Navy. He is charged with consolidating and maintaining the equipment the group inherited from the Foster City office and working on various research assignments. His book projects generally include Programming and Novell titles.

Previously a systems engineer at St. Vincent's Hospital, **Brock Bigard** is now an IDGB media development specialist. He is applying his technical expertise toward the company's Consumer, General User, and Visual titles. He spends his spare work hours honing his Flash skills on new interface development for Media Development.

After four years at Macmillan Computer Publishing where she worked as administrative assistant, team coordinator and software coordinator, **Angela Denny** also joins IDGB as media development specialist.

A third Media Development specialist, **Greg Stephens**, will focus on the development of CDs for the variety of Linux titles published by IDG Books. Greg's background includes networking, analysis, help desk support and teaching.

IDG Global Communications in San Mateo, Calif., has hired **Joanna Atlas** as an office assistant. Previously a human resources assistant with Women.com Networks, she earned a B.A. in sociology from Chapman University in Orange, Calif. Away from the office she enjoys cycling, reading and floral design.

Senior Analyst **Jennifer Cordero** comes to IDC Latin America in Miami from Citibank where she was an emerging markets strategist. She holds a B.A. in Latin American studies from New York University and an M.A. in international finance and business from Columbia University in New York City. She enjoys travel, running and dance.

ITworld.com has hired **Kate Davis** as a Webcast marketing communications intern. Kate graduated from Clark University in Worcester, Mass., with a B.A. in communications and culture and is currently working toward an M.S. in professional communications. She recently finished first in her age group in the 4.6-mile Humarock (Mass.) Fun Run.

Send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33

Ted Bloom *IDG*

15

Fernando Rodriguez de la Fuente *IDG Spain*

13

Cathy Viox *Computerworld*
Karin Lorenz *Computerworld*

12

John Rousseau *GamePro*
Harvey Diamond *PC World*

11

Fernando Rodriguez Cabello *IDG Spain*
Sandy Wong *PC World*

10

Connie Brown *Computerworld*
Paul Smith *IDG Central Svcs.*
usan Woodworth *CXO Media*

9

Anne McCrory *Computerworld*
Irene Ford *IDC U.K.*

8

Dawn Kezer *InfoWorld*

7

Dora Jeffers *Computerworld*
Marc Ferranti *IDG News Service*
Candace Feldman *Webby Awards*

6

Ron Milton *Computerworld*
Silvia Cardinale *IDG Italy*
Vince Naccarato *Laurentian Technomedia*
Lyndsey Pomella *IDG*
Rhonda Miller *InfoWorld*

5

Carol Sliwa *Computerworld*
Fay Harward *PC Advisor*
lizabeth McGrath *IDG Communications*
Thuy Hong Duong Le *InfoWorld*

4

Maria Maynard *IDC*
Laureen Austermann *Computerworld*
Patrick Thibodeau *Computerworld*
Andrea Banko *IDG Germany*
Åsa Hedin *IDG Sweden*
Makoto Obuchi *IDG Japan*
Denny Arar *PC World*

3

Michelle Lee *Computerworld*
Samantha Monette *Computerworld*
Chris Sipe *GamePro*
Guy Dixon *PC Advisor*
Sandra Andersson *IDG Sweden*
Kristin Eriksson *IDG Sweden*
Javier Nieto *IDG Spain*
Meredith Levinson *CXO Media*

2

Eric Schmierer *Computerworld*
Jean Consilvio *Computerworld*
Michele Thomas *GamePro*
Neil Major *PC Advisor*
Teng Fang Yih *Computerworld Singapore*
Catherine Pennington *IDC U.K.*
Wolfgang Wirtz *IDG Austria*
Tom Spring *PC World*
Alissa Mach *Mac Publishing*
Dawn Cora *CXO Media*
Eleanor Schwab *CXO Media*
David Rosenbaum *CXO Media*
Kevin Railsback *InfoWorld*

1

Veronica Lee Copeland *Computerworld*
James Cope *Computerworld*
Eugene Demaitre *Computerworld*
Valerie Szymanski *Computerworld*
Paul Reiss *Computerworld*
Linda Rosencrance *Computerworld*
Daniela Sievers *IDG Germany*
Anneli Olsson *IDG Sweden*
Kristian Horvath *IDG Sweden*
Joe Doherty *ITworld.com*
Ben Gibb *IDG New Zealand*
Patricia Torralba *IDG Spain*
Deanna Burke *CXO Media*
Emelie Rutherford *CXO Media*
Karen Peabody *CXO Media*
Francis Netherwood *IDG World Expo*
Rob Scheschareg *IDG World Expo*
Wyatt Brown *IDG World Expo*
Christie Coon *IDG Global Solutions*
Sarah Hancock *InfoWorld*
Susan Fisher *InfoWorld*
Brian Fonesca *InfoWorld*
Timothy Fileden *InfoWorld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

GamePro's Shelly Reimer named Employee of the Year

The brass plaque that hangs next to the 10 IDG Corporate Values in *GamePro*'s San Francisco lobby is gone. At least momentarily. It's at the engravers where Senior Production Manager **Shelly Reimer**'s name is being added to it as Employee of the Year for 2000. Founded in 1996, the President's Award for Employee of the Year recognizes one stand-out employee whose quality of work, dedication to *GamePro*, and work ethic merit special recognition. The recipient is chosen by IDG Games Media Group President/CEO/Publisher **John Rousseau** and his management team and announced at a team-building event at the start of each fiscal year.

GAMEPRO
PRESIDENTS AWARD
EMPLOYEE OF THE YEAR

***Shelly Reimer** shows off the plaque that will soon bear her name and her new leather jacket, presented to her by Games Media Group CEO **John Rousseau**.*

"I would like to thank John Rousseau for recognizing me as Employee of the Year," Reimer said. "We work in a very deadline-driven environment, and it is the effort of every individual on our team that made it possible for me to receive this honor. It's a pleasure to come to the office and work with these folks every day."

"Shelly can be counted on at all times," Rousseau said of Reimer. "She is our production department superstar! Shelly was a runaway winner for Employee of the Year."

Award recipients have their name engraved on the President's Award plaque and receive a one-of-a-kind *GamePro* leather jacket. Previous recipients include VP, Editorial and Creative Services **Francis Mao**; VP, Associate Publisher **Craig Lee** and Senior Editor **Mike Weigand**.

off line for fun

IDG Pursuit

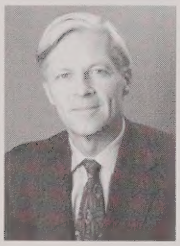
How much do you know about the latest happenings at IDG? Answer the following questions correctly and your name will be entered into a random drawing for one of three IDG insulated lunch bags.

All of the answers to the questions below can be found in the five issues of *IDG World Update* published in October. Send your answers by Dec. 5 to world_update@idg.com. (Big hint: search for the answers on *IDG World Update Online* at www.idgworldupdate.com!)

1) What was the focus of this year's Vietnam Computerworld Expo? Bonus question: Does IDG have a *Computerworld* title in Vietnam?

VIETNAM
COMPUTERWORLD
EXPO 2000

2) Representatives from which business units served as judges for the 2001 IDG Employee Photo Calendar contest?



3) *InfoWorld*'s new president and CEO **Robert Magnuson** comes from what newspaper?

4) What line of IDG Books will IDG's Costa Rican licensee, Trejos Hermanos Sucesores, begin distributing this month?

5) What is the URL for the pair of *Computerworld Danmark*-sponsored Danes circumnavigating the globe on motorcycles to report on the impact of the Internet on ordinary people's lives?

6) IDG recently licensed a *PC World* publication in which African country?

7) What was the name of IDG's first "home" office in Newton, Mass.?

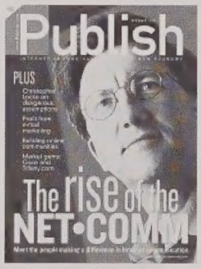
8) Which two IDG business units have teamed up to produce Internet Entertainment Expo?

9) Name the uninvited guest at IDG Ventures' third annual Portfolio Meeting.

10) Along with international strength and product branding, what is the third hallmark of IDG's recently redesigned home page, www.IDG.com?

11) What was the theme of this year's AGENDA 2001 conference?

12) Who won the Chairman's Cup for Overall Management Excellence at this year's IDG Worldwide Managers Meeting?



13) What is the tagline for the recently revamped *Publish*?

14) How many correspondent bureaus does the IDG News Service have worldwide?

*(L-R): ICe Managing Director **Gunnar Kuechler** and IDG Magazine Verlag Managing Director **York von Heimburg** celebrate the success of ICe in ...*

15) Which city was the location for the first Internet Commerce Expo in Europe?

and finally.

Address update

Media Trans Asia Ltd., publisher of *Thai Computerworld*, has moved. The new address is:

Media Trans Asia Limited
14th Floor, Ocean Tower II
75/10 Soi Wattana, Asoke Road
Bangkok 10110
Thailand

Tel: +662-204-2370
Fax: +662-204-2391

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Internet: david_hill@idg.com

The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

IDG WorldUpdate

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WWW.IDGWORLDUPDATE.COM

IDG Books changes name to Hungry Minds

New name reflects company's evolution into a continuous content provider

The company that brought "dummies" out of the closet and into the bookstore where they've snatched up more than 90 million copies of titles ranging from IT to golf to parenting and opera is beginning its second decade with a new name and an ever-expanding corporate mission. Effective last Wednesday, IDG Books Worldwide was re-christened Hungry Minds, Inc.

CAMERA ONE

Sporting their brand new Hungry Minds t-shirts and hats are from left: ***Mike Violano****, VP, international sales and rights;* ***Remy Fisher****, VP, investor relations;* ***John Kilcullen****, chairman and CEO;* ***Cindy Allaf****, VP, human resources;* ***John Helmus****, assistant VP and director, marketing; and* ***Alan Winnikoff****, VP marketing communications.*

The culmination of months of discussion throughout this past year, the name, which was borrowed from a company acquired by IDG Books several months ago, was selected to reflect the company's transformation from a traditional print book publisher to a continuous content provider focused on satisfying its customers' growing desire for knowledge in an ever-increasing variety of formats.

"We spent many months considering thousands of names, before the senior leadership team, Executive Committee and board of directors agreed that the name Hungry Minds conveys the best connection with the diverse communities of readers and electronic customers whom we serve and who all share

continued on page 4

Czech Computerworld's redesign reflects 'net impact on local market

Czech Computerworld Editor-in-Chief ***Karel Taschner*** *(left) and Publisher* ***Jaroslav Hrouda*** *christen the redesigned publication at its official unveiling at last month's Invex Fair in Brno.*

With last month's official unveiling, *Czech Computerworld* becomes the latest member of the product line to reinvent itself to reflect the Internet's influence on information distribution and consumption.

As the No. 1 weekly IT publication in the local market, 10-year-old *Czech Computerworld* also operates the most trusted local source of up-to-the-minute online IT news at its Web site www.cw.cz. "Computerworld has traditionally brought its readers the best IT news coverage in the country," said Editor-in-Chief **Karel Taschner**. "But today, readers can find all the hot news on the Web as soon as it happens. As a result, the new *Computerworld* de-emphasizes shorter news stories that appear immediately on our Web site and concentrates on adding value through more in-depth analysis and case studies that explore the practical application of technology in business," he said.

Unveiled at the region's largest annual IT exposi-

continued on page 7

The view from Glitter Gulch

JAMES NICCOLAI

*Taking notes at the International Editors meeting are IDG International Publishing Services President **David Hill**, **Jörg Luther**, editor, TecChannel.de; and **Frank Klinkenberg**, editor-in-chief, TecChannel.de.*

TIM CLARKE

*Beginning in the early '90s, IDG has created the Comdex Café, a quiet, comfortable spot for IDG sales staff to meet with customers. IDG Communications is responsible for organizing the facility, under the direction of Trade Show Manager **Jane Benoit**. (L-R) :Some of her colleagues — **Hilary Ohara**, VP/business development, President **Joan Kelly** and VP/Marketing **Catey DeBalko** — take a break between meetings.*

What do you get when you put 30 editors from more than a half dozen countries together in a room to discuss IT trends and news-coverage issues? A lively debate about, among other things, how to balance print and online resources, how to share information internationally and how to retain top reporting talent.

That's what happened when the IDG News Service hosted an international editors meeting in Las Vegas just a few hours before Bill Gates' perennial keynote address kicking off Comdex. The discussion, moderated by IDG News Service Executive News Editor **Marc Ferranti**, resulted in a few ideas that several of the participants pledged to pursue. One action item that the News Service will coordinate will be an effort to summarize, in English, several top IDG-reported, non-English language stories every day, in order to improve international communication about important breaking news. Several participants, including editors from *Computerworld* U.S., *ComputerSweden*, the IDG News Service, tecChannel (Germany), *PC Advisor* (U.K.) and IDG.Net also agreed to follow up on a discussion about creating an excellence-in-journalism program for ongoing training of IDG staff.

In addition, dozens of IDG editors and journalists from around the world made use of the News Service-sponsored newsroom at the Royal Hotel throughout the week.

TIM C

*(Left) **A.R. Azimul Hoque**, the technical director of IDG's licensee for PC World Bangladesh, Information Services Network Ltd. (ISN), met IDG President and CEO **Kelly Conlin** at the Comdex Café. ISN's managing director, **S.M. Iqbal,** also attended Comdex.*

JAMES NICCOLAI

*Making use of the IDG News Service newsroom are (from back): **Fredrik Arvidsson**, editor-in-chief, IT-Branschen (Sweden); **Ludger Schmitz,** senior editor, Computerwoche (Germany); **Jörgen Skjelsbaek**, technology editor, Computer Sweden; and **Thomas Hedlund**, Stockholm bureau chief, The Industry Standard Europe.*

ROYAL
HOTEL & CASINO
-IDG-
NEWS
SERVICE
Fairfield
Las Veg
PREVIEW
CENTER
S NICCOLAI

*(L-R): IDG News Service staff **Martyn Williams**, **Stephen Lawson, Nancy Weil**, **Terho Uimonen**, **Agam Shah**, **Clare Haney** and **Marc Ferranti** take a break from their duties outside their makeshift newsroom at the Royal Hotel, where the IDG News Service name lit up the night.*

executive Q and A

Karen Budreau* and *Cheryl Talamini

Talamini

Talamini

Budreau, IDG's VP/Corporate Human Resources, and Talamini, IDG's corporate benefits manager, are this week's guest columnists. Budreau's column appeared Nov. 13.

Q What means do you use to make sure IDG's benefits are competitive, both in our specific industries and in the business world in general? How frequently do you monitor those comparisons?

A We constantly monitor the competitiveness of IDG's U.S. benefits in a variety of ways. We participate in most of the larger external benefit surveys conducted by companies such as Watson Wyatt, Hewitt, Mercer, etc. and compare our offerings to those external survey results. We also watch professional publications and "top company" lists to see how other companies are structuring their benefits plans. Most important, we receive and evaluate the information provided by the annual employee survey. This information is used to make plan design change recommendations.

For example, last year's employee survey provided very strong feedback about the ESOP vesting schedule and the lack of a 401(k) matching contribution. We took that feedback and made a recommendation, approved by the Executive Committee, to add a 401(k) matching contribution and improved ESOP vesting schedule.

The results of the U.S. survey this year have been more focused on work/life issues and paid time-off benefits, so research is being done to determine what other companies offer in these areas.

As an example of recent enhancements in this area, many of IDG's East Coast companies joined forces with other local employers to form a consortium that agreed to offer benefits through the Massachusetts Employee Work Life Association (MEWLA). MEWLA is a non-profit organization that contracts with several area providers to obtain day care, elder care, emergency care and enhanced resource and referral services at a discounted rate. There are similar programs in various stages of development throughout the U.S. and it is hoped that, if successful, IDG will participate in as many areas as possible.

Q It has been slightly over a year since the change of administrator of IDG's Health Plan in the U.S. from Unicare to CIGNA. How are things going? Do you anticipate another change? Are you satisfied with CIGNA's performance?

A At the time we made the decision to switch administrators, many of the large insurance carriers were merging, being acquired or making major systems or operations changes. IDG employees were struggling with the issues that arose when Unicare changed its processing system and moved its claims processing office. The goal was to improve administrative services for employees while maintaining a broad network of providers, with as minimal a disruption to employees as possible.

While we believe that CIGNA was a good choice, the conversion was not as smooth as expected and the Corporate Benefits team is working very closely with CIGNA and employees to diagnose and resolve issues. CIGNA's performance on several key customer service standards (customer service response time, claim accuracy and claim turnaround time) is evaluated monthly. Since March, we have seen considerable improvement in CIGNA's performance and they have reached the standards established by IDG. We have also noted a dramatic drop in the number of complaints about CIGNA in the last few months.

CIGNA's network of providers is continuing to grow. This means that employees have better access and the ability to avoid deductibles and higher co-pays. It also means that the IDG insurance pool overall gets the benefit of discounts that ultimately translate into better bi-weekly medical/dental deductions for employees.

CIGNA's network of providers is continuing to grow. This means that employees have better access and the ability to avoid deductibles and higher co-pays. It also means that the IDG insurance pool overall gets the benefit of discounts that ultimately translate into better bi-weekly medical/dental deductions for employees. With claims in FY00 running close to $9,000,000, any savings will have an impact.

Another feature that has met with great success is CIGNA's online capabilities. Participants have access to online directories and can submit questions to CIGNA via the Web. We expect to see those offerings expanded in the future.

In the 2000 U.S. IDG Employee Survey, when asked how satisfied they are with their overall benefits, only 2.2% of employees indicated they were dissatisfied. While we want to continue to work toward 100% satisfaction, we should also note that a recent external survey by Watson Wyatt Worldwide found that 88% of companies reported that their workers rated their health plan average to poor. IDG is committed to ensure that our employees are getting the service we expect and deserve.

If anyone is experiencing claim payment issues, especially with old claims that would have been processed by Unicare (those services received prior to 9/30/99), please e-mail Pauline Boyle (pauline_boyle@idg.com) or Laura McInnis (laura_mcinnes@idg.com) in the IDG Benefits Group at Five Speen Street in Framingham.

Karen Budreau may be reached at karen_budreau@idg.com, Cheryl Talamini at cheryl_talamini@idg.com.

Hungry Minds

continued from page 1

a common appetite to learn,” said Hungry Minds Chairman and CEO **John Kilcullen**. “Simply put, books no longer exclusively define who we are or what we do as a global branded-content company. Our new corporate name underscores the growing importance of diverse communities of aspiring learners whom we serve.” Noting that books will remain a core distribution platform for its content, Kilcullen added, “We are committed to both deepening and applying new ways of engaging our customers. The strategic shift is in aligning our business processes wherein the book’s publication marks the initiation of continuous, lifelong learning relationships with readers and electronic customers instead of the end of the publishing process.”

> *“Simply put, books no longer exclusively define who we are or what we do as a global branded content company. Our new corporate name underscores the growing importance of diverse communities of aspiring learners whom we serve.”*
>
> *— John Kilcullen*

During the past 10 years, the company has amassed a diverse portfolio of branded technology, consumer and general how-to information that includes such well-known brands as CliffsNotes, Frommer’s, The Unofficial Guides, Betty Crocker’s, Weight Watchers, Howell Book House, Happy Healthy Pet, M&T, 3-D Visual, Bible, Webster’s New World and, of course, For Dummies, with content easily accessible anytime and anywhere through offline and online distribution networks.

“Our company is no longer just about books. We are also now in the business of helping people learn and enrich their lives online through newsletters — Dummies Daily delivers nearly 15 million e-mail tips every month — and more than 17,000 university-level and development courses as well as licensed products including audio tapes, CDs, games, videos and more,” Kilcullen said. “When you add in our worldwide reach with joint ownership of publishing and distribution companies in Australia, Canada, India and Singapore along with operations and editorial offices in New York, Chicago, Indianapolis, Cleveland, Harrisonburg [Va.], San Francisco and Foster City [Calif.], you can see why the future of lifelong learning is here, with us at Hungry Minds.”

“As we increase our online portfolio of branded content solutions,” said **Bill Barry**, president and chief operating officer, “the Hungry Minds Knowledge Network will represent a more robust, timely and cost-effective solution for our customers. Our mission is making challenging topics or tasks simple. In today’s complex world, that mission has never been more relevant, especially in the growing e-learning market where our recent asset purchase of hungryminds.com provides a valuable knowledge network of partnerships and resources. Our new name better reflects our evolution as a company and the growing base of customers we serve, and we are excited about extending our leadership position online as we have in print over the last 10 years.”

CAMERA ONE

***Bill Barry**, president and COO (left), and **John Kilcullen** at the company’s New York worldwide headquarters.*

Hungry Minds

The company is underlining its success to date with the addition of a new corporate logo: a flying pig. The image of a flying pig is well-known as the embodiment of the impossible; the phrase “when pigs fly” is commonly used as a metaphor for “it will never happen,” explained Kilcullen. “With that in mind consider IDG Books when it was founded with a staff of four in April 1990. Or when we published *DOS For Dummies* in November 1991. What right did we have to publish or expect anyone to buy *DOS For Dummies*; to stay with us through over 400 Dummies titles and over 90 million books in print in 39 languages, to turn us into a quarter-billion-dollar-a-year company? We might have looked to *Alice’s Adventures in Wonderland* for this answer: “ ‘Just as much right’, said the Duchess, ‘as pigs have to fly’. “

Hungry Minds world headquarters is listed in New York where the majority of its executive team is located. The company’s common stock trades on NASDAQ under the symbol HMIN.

For more information, contact **Alan Winnikoff**, vice president, marketing and communications, at awinnikoff@hungryminds.com or go to www.hungryminds.com. WU

Week of November 20, 2000

Administrative Assistant - Finance (Hungry Minds)
Reporting to the Director of Financial Analysis and Planning, the Administrative Assistant will provide assistance with the preparation and assembly of scheduled report distributions, deliver daily sales reporting materials, maintain department master schedule, and schedule meetings, department gatherings and make travel arrangements. Other duties include ordering/canceling corporate AMEX and AT&T cards and act as account administrator; send requests for stop payments, wires, etc., to wells Fargo on-line; administer petty cash box and petty cash checking account; send miscellaneous checks to lockbox daily and maintain file of checks sent; filing, faxing, photocopying, collating, assembling and distributing documents as needed; order supplies as needed and maintain supply stocks, submit supply invoices for payment; and prepare AFE's (Authorization For Expense form) and invoices for processing. Previous office experience necessary and working knowledge of Word, Excel, and Powerpoint required. Some knowledge of Accounting or Finance helpful but not required. *Location: Indianapolis IN*
Contact: C. Secrist, Fax: 317-572-4001, Email: csecrist@hungryminds.com

Editorial Manager (IDC)
The editorial manager's primary purpose is to manage editorial staff to meet quarterly production goals. This includes assessing staff performance and giving regular feedback, coaching staff to improve their decision-making skills, monitoring the daily workflow, and ensuring clients' quality and timeliness expectations are successfully met. In addition, this person will help set IDC editorial standards and ensure that the editorial staff is enforcing them. The editorial manager will serve as a liaison between the editorial staff and the analyst community, resolving any problems that arise. Qualifications: A knowledge of PC-based systems, the Microsoft Office Suite, Lotus Notes, and the Internet; a Bachelor's degree, preferably in journalism or English; a thorough understanding of the publishing and IT industries; strong editorial and organizational skills; excellent communication, coaching, and leadership skills (particularly tact and diplomacy); 5-10 years of editing experience as well as 3-5 years of management experience.
Location: Framingham MA
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Senior Human Resources Representative (IDC)
A Senior Human Resources Representative with 3-5 years of HR experience. Candidate will work as a human resources generalist answering day to day questions regarding benefits, compensation and payroll issues. This position will support our Mountain View and Irvine CA offices. To qualify, candidate must be an experienced recruiter who is able to develop staffing strategies and recruiting plans. Position also requires past experience handling employee relations issues. This position will be responsible for organizing various training programs and orientation. Candidate must be a seasoned HR professional who is polished, dependable, organized, has a keen attention to detail as well as the ability to manage multiple projects. Position requires travel to regional office and Headquarters.
Location: Mountain View CA
Contact: G. Lawrence, Fax: 508-935-4432, Phone: 508-935-4137, Email: glawrence@idc.com

Research Analyst, IRS (IDC)
The Investment Research Services (IRS) team is looking for a research analyst to handle the following primary responsibilities: (1) leveraging IDC resources to create a proactive project management/relationship with venture capital, incubator and business accelerator firms, (2) business development with the VC, incubator and business accelerator communities, and (3) working closely with this community to help fulfill their reactive and proactive research. This individual will be IDC's 'champion' of creating and developing a further refined program specifically for the VC/Incubator market. The candidate will have experience dealing with higher level partners, portfolio managers, analysts or associates in the financial community. Sales and business development responsibilities would be beneficial, whereas the individual will be involved in supporting and participating in the lead generation and the renewal process. The position requires strong analytical, quantitative, communication (oral and written) and excellent public speaking skills. A firm understanding of the IT and financial industry is essential. The ideal candidate will have 3+ years experience with a venture capital or financial firm. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Research Analyst/Senior Analyst, Communications (IDC)
IDC is currently looking for a Research Analyst/Senior Analyst to lead the research on the ebusiness data center. The analyst will be responsible for analyzing technology and business trends for products and vendors in the caching, load balancing, storage over IP, host access markets and delivering analysis to clients. Specifically this analyst will be responsible for writing reports on ebusiness data center markets and providing client support. Ideally, the candidate for this position will have 2-4 years experience in the IT industry, either with a networking company or within a market research firm. A qualified candidate must be self-motivated with strong research, writing, quantitative, interpersonal, and analytical skills. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Manager, Partner Development (IDC)
Work closely with IDC Sales to develop a new revenue stream through content licensing and distribution partnerships with existing IDC clients. This role will be key in enhancing IDC's value to clients by extending the scope of IDC's contribution to their business to include the client's customers. Work with a quota of US$1.5m and with a team responsible for generating $5.1m in FY2001. The role requires strong listening, negotiation and collaboration skills, involving both internal and external groups. Familiarity with IDC content a valuable plus. Requires the ability to think creatively about how IDC analysis can be adapted for our clients' customers as well as openness to what new types of content needs IDC might fulfill. Identify candidates for client-partner relationships, focusing on Global 100 accounts. Work with Global account managers to initiate new client-partner projects and manage them for financial results and to strengthen bond between IDC and client. *Location: Framingham MA*
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Operations Coordinator (IDG List)
IDG List Services has an opening in their Management Division for an Operations Coordinator. Responsible for: all facets of bi-monthly invoicing, liaison with corporate accounting, list rental file updating, assisting with Monthly Report, and working closely with sales team. Requires excellent phone and communication skills, customer service, attention to detail and PC experience. *Location: Framingham MA*
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

International Account Manager (IDG/GS)
IDG Global Solutions is looking for an International Account Manager who will establish and maintain consumer and non-endemic client relationships, develop new business in this category, and sell IDG's international advertising products across a national territory. The IAM will pursue all advertising revenue opportunities through creative and imaginative sales techniques, and will be expected to meet or exceed revenue and market share objectives. Working closely with the Director of Business Development and drawing on Marketing and Research assistance as required, the IAM will identify and target potential consumer and non-endemic clients, stay current with competitive, market, and industry information, develop general positioning and pricing strategies, and create and present advertising products optimized for the marketplace. Must be a talented sales professional with 2-4 years proven experience in an ad agency, sales, publishing or media environment. Must have strong presentation and negotiation skills and be able to work both independently and as a member of the sales team. Experience interacting with executive decision makers and the ability to work creatively, and to devise innovative solutions to complex sales problems is key. Ability to manage multiple tasks simultaneously and work well under deadlines in a fast paced work environment a must. Qualified candidates must also be highly organized, detail oriented and self starting with a strong customer service approach. Non-endemic, consumer advertising experience is highly desired. Familiarity with the high tech and international markets a plus. *Location: Boston MA and San Francisco CA*
Contact: E. Intriago, Fax: 305-468-7982, Phone: 305-477-9004, Email: elba_intriago@idg.com

Conference Manager (IDG/WEC)
IDG World Expo is seeking a talented Conference Manager who will be responsible for planning, developing, and implementing a complete conference program for 2 IT shows. 2-3 years experience in conference planning is required, and trade show experience a plus. Candidate must have excellent attention to detail; superior written and verbal communication, organizational, and computer skills. In addition, be able to effectively multi-task and work well with all levels of staff and outside consultants. Minimal travel required. *Location: Framingham MA*
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

Network Support Specialist (IFW)

The Network Support Specialist is responsible for day-to-day maintenance of InfoWorld Test Center inventory database including both InfoWorld Test Center-owned equipment and vendor loaned products. In addition, the Network Support Specialist assists in the day-to-day operation and maintenance of the InfoWorld Test Center network infrastructure. This includes the San Mateo location as well as sites where remote InfoWorld Test Center analysts are located. The Network Support Specialist possesses a wealth of organizational, technical, and analytical skill as well as strong written and verbal communication skills and the ability to work well independently. The Network Support Specialist works closely with the Technical Director to manage the InfoWorld Test Center infrastructure. The Network Support Specialist works with internal and remote analysts to provide the support necessary for analysis articles, action plans, comparisons, and reviews. When products are loaned to the InfoWorld Test Center by vendors for evaluation or test bed purposes, the Network Support Specialist works with vendor representatives to assure that we return products in a timely manner. The Network Support Specialist also works with shipping and receiving personnel to distribute software and hardware. *Location: San Mateo CA*

Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Associate Web Producer (ITworld)

ITworld.com is seeking an organized, detail-oriented Associate Web Producer to work in our Southborough, MA office. The Associate Web Producer will be responsible for maintaining production processes, coding templates and pages, and implementing routine site updates. The ideal candidate will have strong problem solving, communication, and time management skills and will enjoy working in a highly collaborative environment. Qualified candidates will have 1-2 years' experience in a Web production environment, solid HTML (tables, forms, and frames) production experience without a WYSIWYG editor, familiarity with JavaScript and CGI. Experience with graphics software (Photoshop, Illustrator, and Fireworks, or equivalents), HTML editors (HomeSite or BBEdit) and Internet protocols and procedures (FTP, SSIs, Telnet, etc.) a must. Knowledge of Vignette StoryServer a plus. *Location: Southborough MA*

Contact: J. Davidson, Fax: 508-303-9788, Phone: 508-269-2964, Email: jobs@ITworld.com

Sales and Marketing Coordinator (Mac Pub)

The ideal candidate for this position will work directly with the Publisher, Associate Publisher and the marketing team to implement and execute sales and marketing programs. In addition to the day to day administrative duties, other responsibilities will include assisting clients and readers with questions, problems and concerns, acting as the sales database administrator, maintaining the marketing budget, and assisting with the planning of tradeshows and events. This position requires a minimum of 2 years of related experience, excellent communication and project management skills, strong customer service skills, proficiency in MS Word, Excel and Filemaker Pro, a demonstrated ability to meet deadlines and juggle multiple priorities, as well as the ability to work both independently and as a team player.

Location: San Francisco CA

Contact: G. Lindsley, Fax: 415-243-3656, Phone: 415-243-3578

Advertising Operations Coordinator (NWW)

Network World is seeking an Ad Coordinator who will be responsible for the print advertising functions between client, agencies, sales reps and our in-house production and billing departments. This position will gather and enter all data pertinent to the booking of Direct Response advertising, to include, but not limited to: heavy data entry and telephone contact for support of clients, agencies and sales offices. Maintain accurate sales records and reports for management; prepare ad materials and process for shipping to the printer. Work closely with production and circulation. Requires ability to work under deadline pressures, attention to details a must and ability to juggle many tasks at once. *Location: Southborough MA*

Contact: E. Cormier, Fax: 508-490-6454, Email: hotjobs@nww.com

Marketing Specialist (NWW)

The Network World Marketing Department is expanding and is seeking a marketing specialist to join their team. Under general supervision from the Marcom Manager, the Marketing Specialist is responsible for providing support to the North American ROP sales force. This person will also take ownership for the development of specific marketing programs and collateral pieces, as well as the SalesLogix database. The ideal candidate will have a BA in marketing or equivalent and 1- 3 years experience in high-tech marketing and/or sales. Excellent interpersonal, oral and written skills, with a flexible, team-oriented approach. Attention to detail, ability to manage multiple priorities and database management experience (Excel, Access) required. Some experience with QuarkXpress desired.

Location: Southborough MA

Contact: M. Brunaccini, Fax: 508-490-6454, Email: hotjobs@nww.com

spotlight

on the job

A *GamePro* editor's job is not *all* fun and games

Contrary to popular belief, *GamePro* editors do not get paid to sit around and play games all day.

"I hate to ruin that fantasy, but it's not nearly that casual," said Senior Editor **Dan Amrich** (aka "Dan Elektro"). "I assign, write and edit the features and the news section, plus I write as many previews and reviews as I can handle, which averages three a week. I'm also in constant phone and e-mail contact with my seven or so assigned beat companies to make sure we have the latest information and beta copies of games."

IDG WORLD UPDATE

***Dan Amrich** says he stills gets teased about his first day on the job when, attempting to adjust his window blind, he climbed up on his desk to reach for the rod and promptly snapped off an entire piece of his desk with an enormous smash. "Now I'm stranded in the window, facing the blinds, doing my best Spider-Man imitation, clinging to the wall…and the now-terrified rest of the staff filed in to meet the new guy."*

Amrich said a regular day starts with responding to e-mail, sent to himself or the reader mail sent to his Dan Elektro address. (*GamePro* reviewers use a self-chosen nom de 'toon with a character designed by Creative Director **Francis Mao**.) "As far as I know," he said, "*GamePro* is the only game magazine that actually sends back personal replies to reader mail. It builds incredible good will.

"I get replies all the time that say 'Wow, I never thought you'd write back,'" he continued. He said he hopes he can show by example that spelling, sentence structure and basic skills in English are necessary to getting a job, especially such a cool one. "I have an article about how to get my job that I send out to the two or three readers a week who ask," he said.

The rest of Amrich's day is spent in planning meetings ("a necessary evil") or story conferences, editing other people's articles, capturing screenshots of games to go with the text and writing his own articles and reviews.

Depending on the type of game, Amrich said it takes about three days to review a game. Most racing games don't take as long, since the basic interactive elements of the game are gleaned from the first few laps, but story-based, role-playing games take upward of a week, he said.

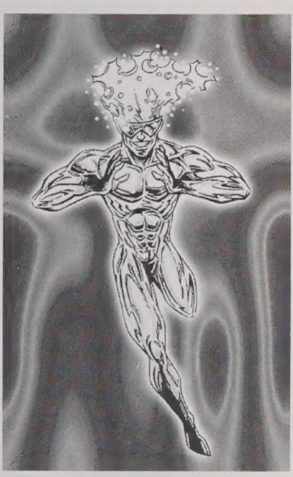
Keeping up with an industry that moves at warp speed – one in which a game that's been hotly anticipated for 18 months is old news within a month of its release — is the biggest challenge for Amrich and *GamePro*, which has been No. 1 in its market for the last nine years. "Making sure we've got our finger on the pulse of the industry is what keeps us challenged. Especially me as the features guy, since that section gets premium placement and is always tied to the cover image."

Maintaining a hip image for the magazine is another challenge, he said. "How can we remain cool to our readers, stay in touch with them and what they want? That's really scary, since cool is subjective and constantly changing."

He said the *GamePro* staff stays current on the coolness quotient mainly through the magazine's Web site (www.gamepro.com). "I never really believe focus groups; they're helpful, but generally the kids are really savvy and know who's running the group," he said. "An e-mail with feedback or legitimate criticism we take 100% seriously." He said he also likes to hang out in malls, arcades and pizza parlors – "that's where our core audience is" – and just listen and absorb.

Amrich said he's always afraid that the magazine's 13-year-old readers are going to find out he's 29. "Another good reason not to print photos of the editors in the magazine!" he said. "I want to be the wise older brother to our readers. By all accounts I act like our audience — I watch cartoons, I buy toys, I absorb pop culture. I didn't intentionally immerse myself in youth culture, I just never grew up."

Amrich said he feels like he belongs at GamePro. "I am a big geek, and I know a lot of useless stuff about gaming. At other jobs I was ostracized for this; here I'm rewarded. And, yeah, I do get to play a lot of games." WU



FRANCIS MAO

*GamePro readers know Amrich by his alter ego, **Dan Elektro**.*

ProTips: Dan Amrich

How long a gamer Since age 5. "I remember my grandmother giving me a quarter every week, which I would invariably use on Pac-Man. I haven't lost interest at all."

Educational background B.S. in TV/Radio from Ithaca College, Ithaca, N.Y.

Favorite game Tony Hawk's Pro Skater 2

All-time favorite games Tempest and NBA Hangtime ("Because my face was digitized into the game as a secret character.")

Dreamcast or Playstation 2 or wait for Microsoft's Xbox? PlayStation 2, assuming you can get one. There's nothing wrong with Dreamcast, but PS2 offers so much more and looks like a safe bet in the long run.

Best swag ever received Courtesy of Sierra, a three-day trip to the Daytona 500 that included a day at Walt Disney World and tickets to see the Orlando Magic play the New York Knicks.

Non-gaming interests juggling fire, playing (and obsessing about) the guitar, learning to play drums.

Web site www.bunnyears.net

noteworthy people

Rivard

Gere

Lehr

Gillan

IDG WORLD UPDATE

Shoff

IDG WORLD UPDATE

Angkatavanich

Promotions

Publish Media, LLC Vice President and General Manager **Johanna Rivard** has been promoted to the position of executive vice president and chief operating officer. In this new capacity, Johanna will be responsible for all business operations for the company. "I have personally worked with Johanna for more than five years, and during that time, I have come to rely on her excellent business judgment and insight on all matters related to my publishing businesses," said President and CEO **Barry Harrigan.** "In addition, Johanna has always run a tight ship in circulation, marketing and as our general manager. The company will now benefit from her involvement in the sales process and all other areas that will require her attention as we grow."

A six-year veteran of IDC, Vice President, Services Industry Research **Traci Gere** has been promoted to group vice president of U.S. Services research. She has led a number of innovative research efforts, including programs in Internet-related consulting services, customer relationship management, business process outsourcing and network consulting and outsourcing. In addition, Gere conceived and launched one of IDC's first Web-delivered database products. "The Services group has expanded and kept pace with many new dynamic research areas within the rapidly evolving IT services marketplace, and Traci's guidance has anchored each outreach initiative," said **Michael Melenovsky**, senior vice president of IDC's Worldwide Services research. "Her vision and collaborative approach are not only assets to IDC but to the IT services industry as a whole."

Virginia Lehr, previously IDC's director, Services Market Development, has been promoted to vice president of Service Group Marketing and named a member of the Management Advisory Council. "[With] her outstanding leadership in building an industry-class marketing function for IDC's services research group, as well as her dedication to helping expand marketing across IDC, it is no surprise that Virginia has been able to lay a solid foundation for IDC to better understand the impact marketing can have at the U.S. research group level," said Senior Vice President, Worldwide Services Research Michael Melenovsky. "Her 14 years of sales and marketing experience, strong listening skills and positive attitude give her a formidable collection of leadership capabilities to leverage."

IDC has appointed 12-year veteran **Clare Gillan** to the newly created position of group vice president, New Business Initiatives. Most recently she was IDC's group vice president of Applications and Information Access research. IDC developed this new role to further strengthen its insights into major industry trends, help its clients maintain or improve their positioning in changing markets and further encourage collaboration among the company's research employees. In addition to facilitating collaboration across IDC, Gillan will also be responsible for driving new product and alliance initiatives, expanding market intelligence services. "We're thrilled that Clare has agreed to fill this new role. She has been a longtime contributor to IDC, especially in the software research practice," said **Tony Picardi**, senior vice president of IDC's Software research.

New employees

Previously an administrative assistant with Ziff-Davis' Info Tech department, **Jacqui Shoff** is now an administrative coordinator with IDG Global Solutions in San Francisco. She holds a B.A. in advertising/journalism from the University of Wisconsin/Madison and enjoys running, dancing and arts and crafts.

Matika Angkatavanich has been hired as an international account executive by IDG Global Solutions in San Francisco. She was previously in media operations with the ad agency Mediasmith. She graduated from San Jose (Calif.) State University with a B.A. in clinical psychology and likes to paint in her free time.

Previously a channel marketing coordinator with ELetter, an online direct mail fulfillment house, **Jennifer Chiang** is *InfoWorld*'s new circulation marketing specialist. She graduated from San Francisco State University with a B.A. in international business marketing. In her spare time she enjoys surfing the Internet, reading and dining.

Hungry Minds, Inc. has hired **Stacee Ehman** as an acquisitions editor in the General User Group of its Indianapolis division. She was previously a managing acquisitions editor with technology tutorial publisher Service911. She holds a B.S. in apparel merchandising with a minor in business from Indiana University. She says looking after her 14-month-old daughter takes up all her non-work time.

Returning employees

After a brief stint at Viator, a small travel-content startup, **Traci Keller** returns to IDG as InfoWorld.com's online sales specialist for the Western region. She was previously *InfoWorld*'s district manager for the San Francisco Bay Area region. She earned a B.A. in international business from St. Mary's College in Moraga, Calif., and claims to have recruited the most St. Mary's graduates to IDG. Away from the office she likes visiting ballparks around the country, wine tasting and shopping.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Laura Kunzmann *IDG Germany*

19

Sheryl Merchant *IDG Global Solutions*

18

Pat Murphy *PC World*

16

Jill Stevens *IDG*

15

Frank Cuttita *IDG*
Peter Gremlin *IDG Sweden*

12

Denise Perreault *CXO Media*
Sally Reinfeld *IDG*

11

Donna Cahill *IDG*
lizabeth Heichler *IDG News Service*

10

Geri Giovanni *IDG*
Donna Kent *ITcareers*

9

Nancy Jonathans *PC World*

7

Shelly Reimer *IDG Games Media Group*
Henrik Petersen *IDG Denmark*
Mats Ohman *IDG Sweden*
Todd Simms *IDG Central Services*

6

Piper Fowler Sheer *IDG*
Stuart Needels *IDG*
Sally Sinclair *IDG*

5

Jamie Eckle *Computerworld*
Gillian Thompson *Macworld U.K.*
Steven Gray *PC World*
isa Monroe *CXO Media*

4

Leilani Duarte *IT Careers*
Maria Cristina Fuentes *InfoWorld*
Henrik Sviden *IDG Sweden*
Diane Bobbitt *IDG*
Sherif Gobran *IDG*

3

Craig Eastman *IDG Games Media Group*
Martin van der Veen *IDC Benelux*
Carrie Wake *IDC Canada*

2

Hansueli Huhni *IDG Switzerland*
Simone Luchetta *IDG Switzerland*
Mick Heys *IDC U.K.*
Lucy Timms *IDC U.K.*
Tony Kollberg *IDG Sweden*
Tammy Zelnicker *Laurentian Technomedia*

1

Frederik Koppmann *IDG Switzerland*
Jeffrey Antley *InfoWorld*
Rhonda Goodman *InfoWorld*
Lisa Dubois *InfoWorld*
Marc Reed *InfoWorld*
Danny Allen *IDG Australia*
Karen Leverington *IDG Australia*
Eamon McHugh *Macworld U.K.*
Neil Bennett *Digit*
Natalie Mosquera *IDG Spain*
Eric Dahl *PC World*
Alan Anzalone *Mac Publishing*
Paul Forrester *Mac Publishing*
Aramis Jordan *IDG World Expo*
Kelly MacCaffrie *IDG World Expo*
Robyn Small *IDG*
Grace Yeo *IDC Singapore*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Czech Computerworld

continued from page 1

tion, Invex Brno, the redesign is the product of many months of research and careful planning, said Deputy Editor-in-Chief **Martin Fatun**. "We conducted a number of polls and other forms of research among our readers. We also received a great deal of excellent advice from our colleagues at *Computerwoche* in Germany," Fatun said.

Computerwoche Verlag Managing Director **Ralph Peter Rauchfuss** traveled to Prague several times over the course of the summer to discuss strategy with IDG Czech Managing Director **Ivan Novotny**, Publisher **Jaroslav Hrouda** and Taschner. "Given the success of their publication in the German market, the advice and opinions we received from the *Computerwoche* team were very important and extremely useful as we determined our new strategy," Taschner said.

OPOJNÝ SVĚT APPLU KOMPRESE DAT MOBILNÍ KOMUNIKACE

COMPUTERWORLD

Hlučná dohoda ve 3D

V pondělí začíná Invex

ZAMĚSTNANCI už mohou být mobilní

The redesigned Czech Computerworld now bears a much closer resemblance to its U.S. sister publication.

The result is a saddle-stitched publication with a smaller trim size and other design features that approximate the look of its sister publication in the U.S. Underscoring its transition from a weekly newspaper to an IT journal is a new tagline. Formerly known as *Czech Computerworld — ICT (Information and Communications Technologies)* newspaper the tagline now reads "*IT professional's weekly*."

Response has been enthusiastic from both readers and advertisers, said Hrouda, who noted that a comprehensive reader survey is planned for December to gauge reaction to the new look and editorial focus. "With our new layout, we are able to offer a larger selection of ad sizes and our advertisers are very pleased about that."

Speaking at the ceremony held at Invex, Novotny observed, "Dynamic expansion of the world of information technology sets very taxing requirements upon the professionals working in this area and obliges them to supplement their professional know-how continuously. We are very proud that our weekly *Computerworld* is the top publication of its kind in the Czech Republic. The target group of the periodical being IT professionals makes the work of the *Computerworld* editorial staff very demanding indeed. I am proud and pleased to observe that our staff meets all these highly demanding tasks with honor."

For more information, contact Karel Taschner at karel_taschner@idg.cz or Jaroslav Hrouda at jaroslav_hrouda@idg.cz.

celebrating 10!

Name
John Kelley

Home
Medway, Mass.

Joined IDG
March 19, 1990, as office services coordinator at IDG.

Current title
CXO Media Facilities Specialist. I am responsible for day-to-day operation of office equipment, maintenance, purchasing of office supplies, mailroom operation, coordinating office moves and filling work orders.

Most challenging part of your job
Trying to fill all job requests in a timely manner.

Best part of your job
At CXO and at IDG, working with the greatest group of people you could ask for.

Latest accomplishment
Coordinating office moves in San Francisco and Massachusetts at the same time.

Most memorable moment at work?
A surprise 40th birthday party at work, I won't say how long ago (OK, last year!)

Best compliment you've ever received on your work?
The Boviard STAR Award about eight years ago.

Interests outside the office
Golf, billiards, softball, and book club meetings.

Family
My wife Gayle, and children Rob, Lisa, Stacey and Roger.

Most rewarding thing you've ever done?
Donating a kidney to my brother in '87.

Of what accomplishment at work are you most proud?
I cleaned my desk a month ago.

Best advice you've ever been given?
"Always work hard, and you will be rewarded." – Dad

What talent do you wish you had that you don't?
A good golf swing.

Dream destination
DisneyWorld again.

Fantasy job
New England Patriots quarterback.

Five people — living or dead — you'd invite to dinner?
Bob Hope, John Wayne, Moe, Larry and Curly.

*IDG Chairman **Pat McGovern** (l), escorts CXO Media's **John Kelley** to dinner at Boston's Ritz-Carlton in honor of his 10 years of service to the company.*

Most difficult decision you ever had to make?
Leaving IDG for CXO.

As a kid, what did you want to be when you grew up?
A fireman.

First job?
Making pizzas.

Your idea of a perfect day alone?
In my recliner watching TV.

One possession you'd grab if your house were on fire?
Golf clubs.

Favorite vacation spot?
Anywhere with a golf course.

What others can't tell just by looking at me
I'm really not that old.

If you won the lottery tomorrow, you would
I'll let you know tomorrow!

Manager's profile
"John has been an excellent addition to the CXO Media family. He brings great customer service experience that includes 10 years at the IDG Corporate Support Group. Since he started at CXO in the G&A department, he has being praised by many employees for his willingness to do whatever it takes to get a request completed. John has done a wonderful job in coordinating the relocation of the San Francisco sales office as well as the relocation to the new space at the Framingham offices, in addition to his other responsibilities. It's a pleasure to have John as a member of my staff."

— Margarita Chiango, financial manager, CXO Media, Inc.

and finally

East Coast edition planned for IEX

IDG World Expo recently announced that the overwhelming response to its newest event, Internet Entertainment Expo (IEX), which will be held in Las Vegas March 20-22, 2001, prompted the addition of a second venue. The Jacob K. Javits Center will be the location for IEX in New York City, Sept. 10-13, 2001.

For more information on IEX, which is aimed at the producers, creators, developers and followers of online entertainment, go to www.ieexpo2001.com.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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IDC's annual GRAC meeting strengthens customer relationships

IDC distinguishes itself in the IT market research field in many ways – more locally based research centers worldwide and the lowest customer-to-analyst ratio in the business are just two examples. Another distinctive element is the Global Research Advisory Council (GRAC), which convened for three days last month in Phoenix.

The ninth annual invitation-only GRAC brought 70 representatives of IDC's largest 50 companies worldwide together with almost every member of the company's senior management team and senior members of IDC offices in Europe, Asia/Pacific, Latin America and the U.S.

"GRAC enables IDC to build solid working relationships with our top clients, inform them about our product offerings, share changes and understand their specific issues and concerns," said IDC Vice President/Worldwide Marketing **MaryAnne Sinville**. She noted that over the years customers have emerged from GRAC so inspired that "most spend more money with IDC after attending one of these events!"

The highly interactive format included ample time for small roundtables and one-on-one discussions with more than 30 IDC executives. The breakout sessions ranged from B2B E-Marketplaces to Vertical Markets with a variety of regional sessions that highlighted, for example, new IDC products in Latin America.

IDC President and CEO **Kirk Campbell** outlined IDC's strategy for the year ahead, which includes expanding its Internet Executive, eBusiness and IT professional customer bases and growing its conference and forum business (there are 25 international forums planned in FY01 as well as 36 local conferences). IDC's investment priority areas and some examples therein include:

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GRAC picks top analysts

Each year GRAC attendees cast their votes for IDC's Analyst of the Year. This year's voting, which recognized analysts from around the globe, resulted in a three-way tie for first place. Here's what clients said about the winners.

VP/Vertical Markets Research **Luisa Bordoni**, IDC Framingham. "Proactive, very responsible, close to her customers and the issues. Excellent, precise, helpful."

Weili Su, senior research analyst/Printers, Framingham, Mass. "Weili does an outstanding job responding to questions. She is very knowledgeable and extremely helpful on many types of industry topics. Consistently responsive."

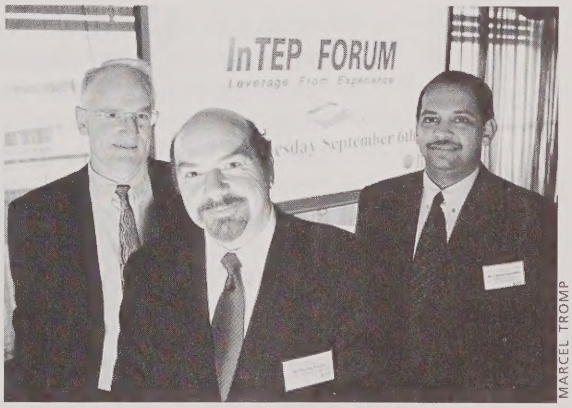
Janet Waxman, program director/Systems and Storage Distribution Channels, Framingham, Mass.: "Prompt and conscientious, take a genuine interest in her clients. Intelligent, knowledgeable, courteous and has a great sense of humor."

IDG, IDC join to launch new executive group in New Zealand

A partnership between IDC Australia and IDG New Zealand has proved a winner with top IS executives in New Zealand's largest organizations. IDC and IDG combined forces earlier this year to establish a New Zealand chapter of the *InTEP* (Information Technology Experience Programme) executive forum.

InTEP is a management group for IS executives that IDC has been running in Australia since 1993, with chapters in Sydney and Melbourne. Its unique philosophy is to provide CIOs and other IT executives with an environment where they can network with their peers to hear the full picture of IS project experiences. Unlike many IS conferences, *InTEP* is as much concerned with what has not worked as the benefits that have been realized. It achieves this by deliberately excluding vendors and consultants from its gatherings, which are held as either breakfast or evening meetings.

New Zealand member companies pay an annual subscription — approximately US$2,000 per company — to belong, and they may send up to three senior members of their companies to the meetings.



MARCEL TROMP

*IDC Australia Program Manager/InTEP Forums **Peter Hind**, IDG New Zealand Managing Director **Martin Taylor** and Channa Jayasinha of the New Zealand Department of Conservation, who addressed InTEP members.*

The format consists of a presentation by one of its members followed by discussions and networking. The aim is to foster an intimate environment where CIOs and IS managers can be candid about their experiences and at the same time not feel pressured by someone trying to sell them products or services.

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China Computerworld celebrates 20 years of leadership in local market

The 20th anniversary issue of China Computerworld carried a record 375 pages of advertising.

*Members of China Computerworld's staff who have been with the company since its formation in 1980 were called to the stage for recognition. From left: IDG Chairman **Pat McGovern**, **Tang Baoxing**, **Du Haiping**, **Wang Xiren**, **He Jinghua**, **Wang Tongfen**, **Li Tongguang**, and **Wang Renjie**, chairman of China Computerworld.*

***Shi Huaicheng**, general manager of China Computerworld, presents an award to IDG Chairman **Pat McGovern** to mark his 20 years of service on China Computerworld's board of directors.*

Some 1,000 current and retired employees of *China Computerworld*, Chinese government officials, clients and IDG representatives gathered last month in Beijing to celebrate the 20th anniversary of China's oldest weekly IT publication. Among the invited guests was the former director of China's electronics ministry, Zhang Changping, who signed the original contract for *China Computerworld* with IDG Chairman **Pat McGovern** in March 1980. The two men were reunited on the stage where they shook hands prior to a second signing ceremony during which McGovern and **Wang Renjie**, current chairman of *China Computerworld*, renewed the *China Computerworld* contract for another 10 years.

Following the signing ceremony, **Shi Huaicheng**, general manager of *China Computerworld*, presented McGovern with a 20-year service award for his years of service on the board of directors at *China Computerworld.*

In a milestone for Chinese IT publishing, the 20th anniversary issue of *Computerworld* carried 375 pages of advertising in its 566-page folio. *China Computerworld* has a circulation of 210,000.

IDG, IDC New Zealand

continued from page 1

The idea of cooperating in this venture came about as IDG New Zealand's *CIO* magazine was reviewing ways to consolidate its position with the country's top CIOs. "IDC's proven *InTEP* model seemed like a good foundation and talks between us led to the launch of the *InTEP CIO Forum* as a joint venture in New Zealand," says IDG New Zealand Managing Director **Martin Taylor**.

IDC Australia Program Manager/InTEP Forums **Peter Hind**, who moderates the InTEP meetings in both countries, said the rapid establishment of the group owed much to the assistance of IDG. "*CIO* magazine in New Zealand has carved a strong reputation among local IS executives," he noted. "As such, this credibility helped open doors when we were canvassing for potential recruits to *InTEP*."

Thirty-six of New Zealand's largest companies subscribed to form the nucleus of the new *InTEP* chapter. That number has already risen since the first meeting in September and is on track to reach 50, most likely before the end of the fiscal year.

The first meeting featured Channa Jayasinha from the New Zealand Department of Conservation, who outlined his organization's experiences with establishing an Intranet and browser-based business systems. Taylor, Hind and Jayasinha attended a breakfast session in Wellington and later that day flew an hour north for a dinner meeting in Auckland. Each session attracted 40 participants. The chapter expects to hold a total of six meetings annually in Auckland and Wellington, essentially treating both cities as a single chapter.

The New Zealand InTEP chapter has been set up as a joint venture with both IDG and IDC sharing in the profits and losses. IDC, via Australia-based Hind, is responsible for the group's ongoing management. Hind plans to approach other IDG companies in the Asia/Pacific region to explore setting up chapters of the InTEP CIO Forum in their countries.

For more information contact Martin Taylor at martin_taylor@idg.co.nz or Peter Hind at phind@idc.com.

Correction

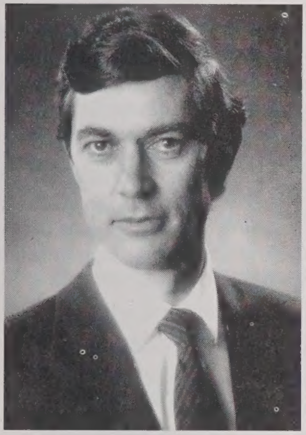
Budreau

Last week's issue of *IDG World Update* incorrectly identified Executive Q&A columnist **Karen Budreau**'s photo.

executive Q and A

Kirk Campbell

The president and CEO of IDC is this week's guest columnist.



> *IDC continues to have more press mentions than any other research company. According to the Dow Jones News Service, IDC has the highest press media mind share of 30% taking into account the entire U.S. press including business, computer and news publications. The press as well as business executives turn to IDC for fact-based analysis and opinions.*

Q Describe IDC's financial performance in FY00 and how it compares to the past few years.

A FY 2000 was definitely a great year. Our revenues grew by 33% to $191 million, and we earned a healthy profit of $22 million. This was IDC's best performance yet in terms of revenue and profit growth. We are pleased that for the past three years we have been able to accelerate our revenue growth rate each year. Can we keep the momentum going in FY 2001? IDC is fortunate to have an incredibly dedicated global employee team, which, when combined with IDG's customer-focused and entrepreneurial culture, creates a winning combination. IDC management has been working for months to put in place the necessary strategies to drive rapid growth. Our goal is to increase revenues at a pace at least two times greater than the overall market research industry rate. At this early date in the new fiscal year, all signs are very positive.

Q The number of IDC U.S. employees has been growing tremendously in the last year or two. How does international staff growth compare? Are there any limits to IDC's personnel growth?

A The number of international employees has been increasing at the same rapid pace since all three of our largest regions (Europe, Asia/Pacific and Latin America) are experiencing strong growth. On a worldwide basis, we are projecting to add between 100 and 150 new employees this fiscal year. IDC is similar to a professional services business so we need to keep investing in staff since that allows us to provide a high level of customer service and expand our research areas.

There are no major limitations to how large an employee organization IDC will become. IDC is the second largest market research company in the IT industry with 1,050 employees. Gartner Group is the largest company with approximately 4,000 employees. IDC is investing a tremendous amount in education and training, information technology and office space to name a few areas directly related to employee growth. These investments will help ensure that IDC's worldwide employees are able to share best practices and work as efficiently and productively as possible in meeting customers' needs.

Q IDC is in the midst of building up its non-traditional business (i.e., targeting more users). Has that effort been successful? Are you marketing to this kind of client base any differently?

A IDC has been been expanding its product portfolio and its client base beyond our traditional base of IT companies. Our new advisory family of products are focused on providing insightful, high-impact business advice to business executives and IT executives in companies outside of the IT industry. We have a large portfolio of eBusiness advisory products that give advice to business executives in key industries on how to compete in the Internet economy of the future. We also have our IT advisor product that provides advice to IT executives in making decisions on IT strategies for the future. Building on IDC's unique global strength, we are able to offer research in all of the major regions around the world.

We have been aggressively marketing in order to build awareness for IDC in these new industry sectors. We have a corporate branding campaign to build awareness for IDC. We have a number of key relationships with industry associations (such as the Securities Industry Association and the WAP Forum). The industries we are targeting include banking, insurance, logistics and travel, and we have targeted marketing campaigns aimed at each. The increased visibility in these new customer segments is further strengthening our core business in the IT industry.

Q As the media continues to have a major interest in all things Internet, and as more individuals are online than ever, is IDC feeling increased heat from companies that have traditionally focused on more of a consumer market?

A Of course, IDC has always had lots of market research competition for media mind share. A few years ago, the competition came mainly from Gartner and Meta while today it comes more from Forrester and Jupiter. Nevertheless, IDC continues to have more press mentions than any other research company. According to the Dow Jones News Service, IDC has the highest press media mind share of 30% taking into account the entire U.S. press including business, computer and news publications. The press as well as business executives turn to IDC for *fact-based* analysis and opinions. In addition to print publications, we also have increased our presence in broadcast media and Web news sites. Our analysts regularly appear on ITWorld, IDG publication sites, CNN, CBS Marketwatch, CNET and other broadcast media with comments on areas such as online holiday shopping, online tax filing, online back-to-school spending, online media issues and online travel purchases. We continue to provide strong coverage of technology issues in critical areas such as the internet, PCs, servers, software, services, networking and telecommunications.

Around the world with IDG

Computerworld Canada Editor-in-Chief ***John Pickett*** *(second from right) and Computerworld Számítástechnika Editor* ***Attila Martonffy*** *(right) of Hungary look over some samples at the CW/IW Product Line Meeting.*

OSLO — Last month's Computerworld/InfoWorld Product Line Meeting, held here, brought together 80 representatives of local editions of the two titles from 18 countries as well representatives from IDG Global Communications, the IDG News Service, IDG International Publishing Services and IDG Global Solutions. Over the course of two days, participants shared the latest trends in their local markets and how their publications are adapting to reflect those changes.

A common theme expressed by many participants was their attempt to reach audiences composed more of business decision makers rather than strictly IT managers and the various ways they are changing their publications to appeal to this audience. Employee retention was also a hot topic, according to IDG News Service Editor-in-Chief **Elizabeth Heichler**, who presented an overview of her group's service. "Some brainstorming among editors yielded the nugget of an idea for an IDG-wide journalism training and development program, that **Roar Nerdal**, editor-in-chief of *Computerworld Norge*, and I will be following up on," Heichler said.

Already in the planning stages is the next CW GPSC meeting, which will be conducted in conjunction with the IDG Global Solutions office in Miami for publications in the South American region. More information will be available on the GPSC site within the next two weeks, according to IDG Norway Managing Director **Morten Hansen**, whose company manages the CW/IW GPSC. Hansen said an Asian meeting will follow and a CW/IW Brand Awareness Study will be conducted in conjunction with IDG Global Solutions in London in February.

For more information, contact Morten Hansen at morten.hansen@idg.no.

ZURICH — IDG Switzerland has expanded its year-old agreement with Swissair to distribute *Computerworld Schweiz* at the gates of all European flights. The new agreement calls for a 20% circulation increase for the Swissair distribution, which will now include all flights, including international departures. In addition, 2,000 copies of IDG Switzerland's *Internet Standard* will also be distributed weekly on all international Swissair flights. For more information contact International Sales Director **Urs Flueckiger** at urs_flueckiger@idg.ch.

BUDAPEST — IDG Hungary [illegible]brated [illegible]5th anniversary of *Computerworld Számítástechnika* in grand style on Oct. 31, with 300 clients, partners and former employees gathering for a gala dinner. While CW launched in 1986, IDG Hungary wanted to celebrate at the start of the fiscal year in part because 20 IDG colleagues were in town for an IDG Global Solutions meeting on Nov. 1.

That same week, IDG Hungary staffed a busy exhibit area at the five-day Compfair 2000, the largest local IT exposition. In addition to *CW Számítástechnika*, IDG Hungary's other publications, nine-year-old *PC World* and *GameStar* — which just celebrated its first birthday — were on display.

With a circulation of 9,000 and a reach of 78,000, the weekly *Computerworld Számítástechnika* is the leading IT publication in the Hungarian market. Employees **Judit Fulop** and **Krisztina Selmeczi** have been with the publication since 1986.

(L-R): IDG Hungary Managing Director ***Istvan Biro****, Computerwoche [Germany] Managing Director* ***Ralph Peter Rauchfuss*** *and Computerworld Számítástechnika Editor-in-chief* ***Andrea Sziebig*** *celebrate the Hungarian CW's 15th birthday.*

2000 下一代无线通信技术高级论坛

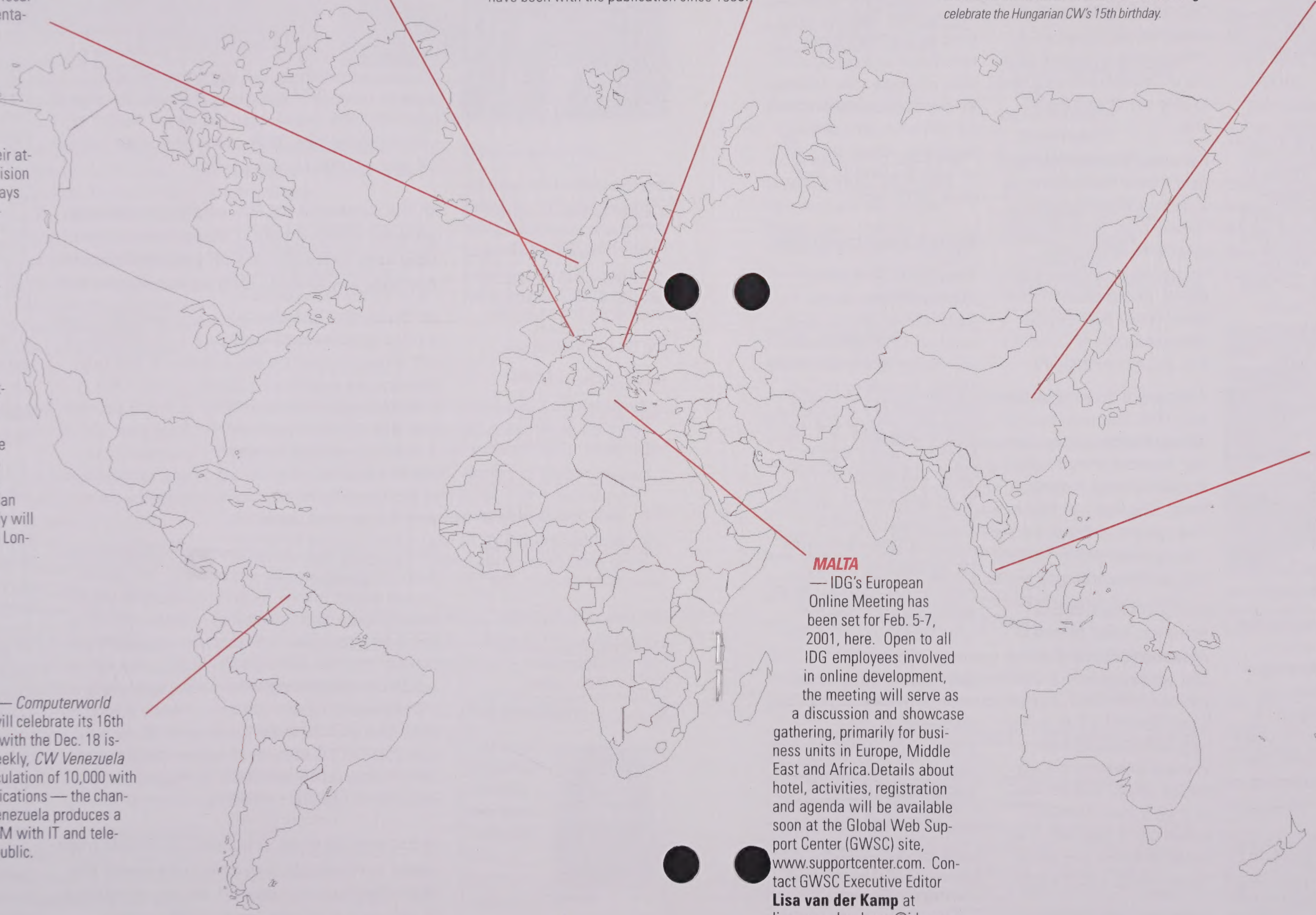
BEIJING — IDG's *Telecom World* co-organized the highly successful China Wireless Telecommunications Technology Summit Forum earlier this fall, its first conference on the topic. Never before had so many high-level experts gathered together to discuss wireless technology issues in China.

The two-day event in September drew more than 150 representatives of major Chinese government institutions, several provincial telecommunications operators and specialists from national R&D organizations. Domestic and foreign manufacturers of telecom equipment, such as Nokia and Ericsson, paid a fee to present information on their technologies.

Telecom World's partner in the event was State Project 863, a national high-tech development effort created 14 years ago through which top Chinese scientists collaborate on the common cause of national research.

The forum featured presentations from 15 specialists as well as free-wheeling discussions and contributed a significant push for the development of national NG (next generation) wireless communications technology.

Telecom World is already making plans for a second event on wireless technology next September or October. For more information contact Executive Publisher **Patti Yang** at pattiyang@tele.com.cn.



KUALA LUMPUR — IDG World Expo Asia added another notch to its conference victory belt with the debut of LinuxWorld Expo and Conference Malaysia, which took place Nov. 7-9 at the Putra World Trade Centre here.

More than 300 people registered for the conference, which addressed both business and technology issues surrounding Linux. It focused on key business and technology issues as well as the latest developments on the Linux platform and gave participants an opportunity to discover innovative solutions to their problems.

LINUXWORLD
MALAYSIA 2000

The exhibition attracted a crowd of 3,586 visitors from all over Malaysia and other parts of Asia-Pacific. Visitors had a chance to test the latest software and technology tools on display from more than 20 major Linux solution providers/partners.

Encouraged by the overwhelming response from both the user and vendor community, IDG World Expo Asia plans to have LinuxWorld Malaysia back next year around the same timeframe. The team expects increased vendor participation, especially from software and applications providers, and is aiming for at least 400 conference participants.

For more information contact Project Director **May Loo** at mayloo@idgexpo.com.sg.

MALTA — IDG's European Online Meeting has been set for Feb. 5-7, 2001, here. Open to all IDG employees involved in online development, the meeting will serve as a discussion and showcase gathering, primarily for business units in Europe, Middle East and Africa.Details about hotel, activities, registration and agenda will be available soon at the Global Web Support Center (GWSC) site, www.supportcenter.com. Contact GWSC Executive Editor **Lisa van der Kamp** at lisa_van_der_kamp@idg.com with questions or suggestions for agenda topics and speakers.

Computerworld
VENEZUELA

CARACAS — *Computerworld Venezuela* will celebrate its 16th anniversary with the Dec. 18 issue. A bi-weekly, *CW Venezuela* is the leading IT publication in its market and has a circulation of 10,000 with a reach of 40,000 IT readers. In addition to its other publications — the channel title *CW Calales*, *SystemWorld* and *PCra* — IDG Venezuela produces a daily live radio show Monday-Friday at 7 p.m. on 99.1 FM with IT and telecommunications news and interviews for the general public.

noteworthy people

Hannam

Mueting

Baker

KRISTIN MCISSAC

Kim

KRISTIN MCISSAC

Ferrucci

KRISTIN MCISSAC

Rapp

KRISTIN MCISSAC

New employees

IDG Global Solutions in Staines, U.K., welcomes **Shane Hannam** as senior manager, international sales. He was most recently an account manager at VNU Business Publications in London. Shane has a B.A. in performing arts from the University of Kent at Canterbury and enjoys golf, drama and skiing ("when not going down black diamond runs!")

GamePro's new director of single copy sales is **Lynn Mueting**. She last worked at Conde Nast Publications as executive sales and marketing manager. She holds a B.A. in English literature from the University of California/Los Angeles and when not studying Spanish is training for the next California AIDS Ride in June 2001.

ITworld.com in Southborough, Mass., has hired **Jeffrey Baker** as an accounting analyst. He was previously an accounts payable supervisor at General Dynamics. He studied business administration at Fisher Junior College and finds time outside the office for travel.

Previously a software engineers with Parametric Technology Corp., **James Kim** is now a Web engineer with ITworld.com in Southborough, Mass. He holds both a B.A. and an M.S. in mechanical engineering from Columbia University in New York City and likes to spend time with his 3-year-old daughter.

Executive Assistant and Office Manager **Diane Ferrucci** comes to ITworld.com from Perkin Elmer, Inc. where she was a senior executive assistant. She holds a medical assistant's associate's degree from Mount Ida College in Chestnut Hill, Mass., and a B.S. in business administration from Clark University in Worcester, Mass. She enjoys a variety of outdoor activities.

Andrew Rapp, southeast district sales manager for ITworld.com, was most recently director of business development at Engage, Inc. He has a B.A. in history from Stanford University in Palo Alto, Calif., and describes himself as an "avid media consumer: books film, music, periodicals" et al.

An online community builder for more than 10 years, most recently at Cambridge Technology Partners, **Vanessa DiMauro** is *Computerworld's* new director of communities. She earned both a B.A. and an M.A. in English literature from Boston College. Away from her office she likes to garden.

Inside Sales Representative **Elaine Marcus** comes to *Computerworld* from Marketsoft Corp. where she held a similar position. A graduate of Boston College with a B.A. in English, she enjoys hiking, gardening and travel.

CXO Media has hired **Cynthia Mollus** as vice president, event marketing for its Executive Programs. She has previously worked as public relations director for Stringer and Associates and advertising and sales promotion manager for Data General. She graduated from Boston University with a B.S. in journalism and enjoys scuba diving and cycling.

Previously a sales representative with Pervasive Software, **Kevin Rutan** joins CXO Media as an account executive. He earned a B.A. in marketing at the University of Texas/Austin and likes to play tennis and the piano.

Rebecca Pollock joins Standard Media International as a client relations associate, coming from Sarah Cooper Associates where she worked as a conference assistant. She graduated from Wake Forest University in Winston-Salem, N.C., with a B.A. in communications.

Previously a financial analyst with FMV Opinions, Inc., **Gillian Martin** is now a senior financial analyst with Standard Media International. She holds an M.B.A. from the University of San Francisco and enjoys cooking, spinning and golf.

Standard Media International has hired **Meredith Alexander** as a staff writer. She previously held a similar position with Daily Journal Corp. She has a B.A. in history and literature from Harvard University in Cambridge, Mass., and an M.A. in history from Stanford University in Palo Alto, Calif. In her free time she enjoys travel, hiking and the arts.

Database Administrator **Emilio Hernandez** comes to Standard Media International from his role as consultant at Price Waterhouse Coopers. He graduated from the University of Illinois/Urbana-Champaign with a B.S. in accountancy. In his free time he enjoys TV and sleeping.

Previously an assistant editor with Wadsworth Publishing, **Ann Tsai** has been hired by Standard Media International as a conference sales associate. She holds a B.A. in Chinese studies from the University of California/San Diego. When she's not at work she likes to "not think about work."

Returning employees

Third time's the charm. **Steve Ulfelder** begins his third stint at IDG as senior editor at CXO Media's *Darwin* where he'll write feature stories. He started at *Computerworld* as a copy editor, rose to copy chief, left, returned as senior feature writer and author of the Shark Tank column, left earlier this year to pursue a freelance career and wrote for various IDG publications, including *CIO*, *The Industry Standard* and *Network World*, as well as *The Boston Globe* and Boston.com. He will continue his weekly e-commerce column for Boston.com, as well as write features for the *Globe*'s BostonWorks section.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG

Week of November 27, 2000

Acquisitions Coordinator (HM)

The Consumer, Education and Reference Group seeks a person with strong organizational skills to perform acquisition based administrative responsibilities involving researching categories and competitive titles, assisting in the preparation of publication packets and tip sheets, updating pub. schedules tracking vendor invoices, creating spending reports, and processing author payments. In addition, the successful candidate will perform project development and management functions, handle customer and author issues and serve as a liaison to the editorial and marketing teams. Candidates should possess excellent verbal and written communication skills and proficiency in Excel, Word, and PowerPoint. Ability to work well under pressure and prioritize multiple deadlines is essential. A college degree and publishing experience preferred. *Location: Indianapolis IN*
Contact: J. Meyers, Fax: 212-884-5547, Email: nyjobs@hungryminds.com

Editorial Coordinator (HM)

We are seeking an Editorial Coordinator whose primary responsibilities will include general administrative responsibilities in support to the custom publishing, branded training and quality assurance groups. Must be highly organized with good project management skills; detail oriented with the ability to prioritize and multi-task independently in a fast paced environment. Proficient in MS Word and Excel. Candidate must be a bright, enthusiastic team player. Must have excellent communication skills, be organized, have initiative with a 'can do' attitude, must be acutely attentive to detail with excellent follow-up and through skills and able to work in a fast paced and changing environment. Prior publishing experience, editorial skills and familiarity with technical subject matter will be a definite plus. Bachelor's degree in English, journalism or related field. *Location: Indianapolis IN*
Contact: M. Saur, Fax: 317-572-4359, Email: injobs@hungryminds.com

Acquisitions Editor (HM)

Webster's New World seeks a detail-oriented Acquisitions Editor to acquire titles and develop topic subcategories in the Education & Literature category. Ideal candidates will have a working understanding of acquiring titles, with the ability to demonstrate extensive agent/author contacts and knowledge of all areas of publishing. Minimum B.A. in English or related field. Familiarity with For Dummies, CliffsNotes, and Webster's New World helpful, as is knowledge of the Education marketplace. *Location: Indianapolis IN*
Contact: J. Meyers, Fax: 212-884-5547, Email: nyjobs@hungryminds.com

Acquisitions Editor (HM)

Maximize your technology knowledge and your acquisitions experience in this exciting role. Collaborating with the Publisher, Acquisitions team, and the Editorial team, you will create a dynamic, market-driven publishing plan. You will then acquire the content and authors to implement the plan and fulfill the team mission. A key element of this position is to create, evaluate, develop and present book proposals. You will also be responsible for negotiating contracts and performing P&L analysis. Requirements include a Bachelor's degree and project management experience. Strong negotiation and communication skills are essential. *Location: Indianapolis IN*
Contact: M. Saur, Fax: 317-572-4359, Email: injobs@hungryminds.com

Copy Editor (IDC)

Publishing Services & Technologies (PS&T) seeks a motivated, talented, independent Copy Editor for projects on the IT industry. Responsibilities include editing text and tabular material online and on hard copy. Strong Microsoft Office Suite skills, especially Word and Excel, are required. The ability to work under tight deadlines and to juggle many projects at once is a must. A Bachelor's degree, preferably in journalism or English, and one to three years of experience in a technical environment are preferred. *Location: Framingham MA*
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Research Editor (IDC)

Publishing Services & Technologies (PS&T) seeks a talented, independent Research Editor for projects on the IT industry. Responsibilities include editing text and tabular material online and on hard copy, working with authors to fine-tune their writing, datachecking, and proofreading documents before publication. Strong Microsoft Office Suite skills, especially Word and Excel, are required. The ability to work under tight deadlines and to juggle many projects at once is a must. A Bachelor's degree and three to five years of experience in a technical environment are preferred.

Location: Framingham MA

Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Marketing Programs Manager (IDC)

IDC's Consulting and Investment Research Services (IRS) group is seeking a seasoned marketing professional to support the activities of these groups. This is an excellent opportunity for a creative, self-starter to drive growth of two of IDC's most innovative groups, and exciting customer sets. In this role you will be responsible for creating strategic marketing plans. promotional campaigns and collaterals event support, and sales follow-up. Additionally, you will help architect our web presence and associated positioning. The position will interface with senior IDC management, the IDC salesforce, and international program managers and sales representatives. Requires a creative, self-motivated, energetic individual with outstanding time management skills. Strong written and verbal communications skills are a must. The ideal candidate will have two to three years of marketing experience, and a proven track record with respect to creation and execution of specific marketing programs. An interest in technology is helpful.

Location: Framingham MA

Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Associate or Research Analyst, Mobile eBusiness (IDC)

This dynamic position covers the fast-paced mobile market from a primary research perspective. You will be the primary analyst responsible for device-specific coverage for the Mobile eBusiness program, and act as the project manager for IDCs mobile ePanel. Responsibilities include working with IDC's clients and incorporating their ideas into bi-monthly survey questionnaires, writing insightful research based on survey results, and working with a collaborative team on growing IDC's presence in the Mobile eBusiness market. Candidates must exhibit the ability to synthesize survey data and write meaningful research based on those results, possess good writing and customer relationship skills, and have a thirst for learning in a fast-paced but friendly environment. You will deliver research related to mobile user/consumer trends as well as mobile device, application, and solutions trends. This individual will be a key contributor to IDC's Mobile eBusiness/Mobile ePanel research, which analyzes trends in mobile ecommerce and mobile devices. Mobile industry experience or research experience is a plus. Knowledge of primary research methods required. Candidate must have a working knowledge of MS Word and PowerPoint. Bachelors degree required, Masters degree preferred. Teamwork mentality, sense of humor and 'can do' team attitude required!

Location: Framingham MA

Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Research Analyst, IRS (IDC)

IDC's Investment Research Services/Global IT Advisor program provides customer defined research support to a variety of organizations, including: brokerage firms, commercial banks, investment banks, money-managers, IT Professionals, advertising/PR firms, industrial firms, technology related vendors and management consulting firms. The program is designed to provide access to IDC's full complement of research services through a carefully managed client-support mechanism. The analyst account managers support and have account ownership of a defined client portfolio whereas they provide both inquiry-on-call and proactive research support. The analyst is responsible for managing all client requests and contributing to larger research projects and initiatives. Some responsibilities include; client management, inquiry support, business development of account base, custom project management (client driven & program specific) and maintain knowledge of IDC products, client's industry, and all segments of the IT industry. *Location: Framingham MA*

Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Week of November 27, 2000

BU	Category	Title	Location	Contact	Phone#	Fax#
CCI	Sales	Ad Sales Account Representative	Allston MA	N. Bohn	P:	F: 617-254-9776
CCI	Sales	Sales/Marketing Account Manager	Boston MA	N. Bohn	P:	F: 617-254-9776
CW	Ad Sales	Field Marketing Executive	Framingham MA	P. Sheer	P: 508-820-8162	F: 508-879-3760
CW	Circ	Circulation Assistant	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Technology Editor	Framingham MA	P. Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Field Marketing Executive	San Mateo CA	P. Sheer	P: 508-820-8647	F: 508-879-3760
CXO	Ad Sales	Account Executive	Austin TX	J..Snow	P: 508-935-4631	F: 508-935-4600
CXO	Ad Sales	Ad Sales Assistant	Framingham MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
CXO	Ad Sales	Ad Sales Assistant	Newport Beach CA	C. Moloney	P: 508-988-6832	F: 508-935-4600
CXO	Ad Sales	District Sales Manager	San Francisco CA	T. Gump	P:	F: 508-935-4600
CXO	Ad Sales	VP, West Coast Sales	San Francisco CA	S. Brown	P: 508-935-4099	F: 508-935-4600
CXO	Art/Design	Graphic Designer	Framingham MA	T. Gump	P:	F: 508-935-4600
CXO	Circ	Circulation Assistant/Researcher	Framingham MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
CXO	Circ	List Services Billing Assistant	Framingham MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
CXO	Edit	Copy Chief	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Edit	Copy Editor	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Edit	Features Editor	Framingham MA	T. Gump	P:	F: 508-935-4600
CXO	Edit	Features Writer	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CXO	Exec Progs	Program Development Manager	Framingham MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
CXO	Sales	Regional Sales Manager	San Francisco CA	B. Senges	P: 508-935-4192	F: 508-935-4600
CXO	Sales	Senior Sales Associate, Consumer Sales	Framingham MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
CXO	Web Tech	Online Content Researcher	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
HM	Admin	Acquisitions Coordinator	Indianapolis IN	J. Meyers	P:	F: 212-884-5547
HM	Admin	Administrative Assistant - Finance	Indianapolis IN	C. Secrist	P:	F: 317-572-4001
HM	Admin	Administrative Assistant - Legal	Foster City CA	C. Yam	P:	F: 650-653-7513
HM	Admin	Administrative Assistant - On-line	San Francisco CA	S. Sickley	P:	F: 415-277-2550
HM	Admin	Administrative Assistant, International Sales	New York NY	J. Meyers	P:	F: 212-884-5547
HM	Admin	Editorial Coordinator	Indianapolis IN	M. Saur	P:	F: 317-572-4359
HM	Edit	Acquisition Editor	New York NY	J. Meyers	P:	F: 212-884-5547
HM	Edit	Acquisitions Editor	Indianapolis IN	J. Meyers	P:	F: 212-884-5547
HM	Edit	Acquisitions Editor	Indianapolis IN	M. Saur	P:	F: 317-572-4359
HM	Edit	Development Editor	New York NY	J. Meyers	P:	F: 212-884-5547
HM	Edit	Development Editor	Indianapolis IN	J. Meyers	P:	F: 212-884-5547
HM	Edit	Director/VP On-line Content, Frommer's	New York NY	S. Sickley	P:	F: 415-277-2550
HM	Edit	Editor	New York NY	J. Meyers	P:	F: 212-884-5547
HM	Edit	Managing Editor	New York NY	J. Meyers	P:	F: 212-884-5547
HM	Edit	Project Editor	Foster City CA	C. Yam	P:	F: 650-653-7513
HM	Edit	Proof Editor	Indianapolis IN New York NY	M. Saur	P:	F: 317-572-4359
HM	Facil	Office Facilities Supervisor	New York NY	J. Meyers	P:	F: 212-884-5547
HM	Facil	Receptionist	San Francisco CA	C. Yam	P:	F: 650-653-7513
HM	Fin	Financial Analyst	New York NY	J. Meyers	P:	F: 212-884-5547
HM	HR	Benefits, Compensation & HRIS Manager	New York NY	J. Meyers	P:	F: 212-884-5547
HM	Mktg	Advertising Coordinator	New York NY	J. Meyers	P:	F: 212-884-5547
HM	Mktg	Catalog Specialist	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	Mktg	Channel Marketing Specialist	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	Mktg	Copy Specialist	New York NY	J. Meyers	P:	F: 212-884-5547
HM	Mktg	Copy Specialist	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	Mktg	Product Marketing Manager	Indianapolis IN New York NY	J. Meyers	P:	F: 212-884-5547
HM	Mktg	Product Marketing Manager	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	On-line	Business Development Manager	New York NY	S. Sickley	P:	F: 415-277-2550
HM	On-line	Director/VP of On-line Content, Cliffs Notes/Dummies	San Francisco CA	S. Sickley	P:	F: 415-277-2550
HM	On-line	Marketing Manager, On-line	San Francisco CA	S. Sickley	P:	F: 415-277-2550
HM	On-line	Senior Account Executive	New York NY	S. Sickley	P:	F: 415-277-2550
HM	On-line	Senior Account Executive	San Francisco CA	S. Sickley	P:	F: 415-277-2550
HM	Ord Serv	Director of Customer Care	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	Ord Serv	Supervisor of Customer Care	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	PR	Associate Publicist	New York NY	J. Meyers	P:	F: 212-884-5547
HM	PR	Corporate Relations Writer	New York NY	J. Meyers	P:	F: 212-884-5547
HM	PR	Public Relations Manager - Corporate	New York NY	J. Meyers	P:	F: 212-884-5547
HM	PR	Publicist - Online, Consumer	New York NY	J. Meyers	P:	F: 212-884-5547
HM	Prod	Associate Automation Technician	Indianapolis IN	C. Secrist	P:	F: 317-572-4001
HM	Prod	Associate Page Layout Technician	Indianapolis IN	C. Secrist	P:	F: 317-572-4001
HM	Prod	Associate Reprint Technician	Indianapolis IN	C. Secrist	P:	F: 317-572-4001
HM	Prod	Graphic Illustrator, Nights	Indianapolis IN	C. Secrist	P:	F: 317-572-4001
HM	Prod	Page Layout Supervisor	Indianapolis IN	C. Secrist	P:	F: 317-572-4001
HM	Prod	Page Layout Technician	Foster City CA	C. Yam	P:	F: 650-653-7513
HM	Prod	Page Layout Technician	Indianapolis IN	C. Secrist	P:	F: 317-572-4001
HM	Prod	Quality Control Technician	Foster City CA	C. Yam	P:	F: 650-653-7513
HM	Sales	Advertising Account Manager	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	Sales	Customer Services Representative	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	Sales	Director of International Sales	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	Sales	Director of Technology Subsidiary Rights	Foster City CA New York NY	J. Meyers	P:	F: 212-884-5547
HM	Sales	Inside Sales Representative	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	Sales	Online Retail Account Manager	Indianapolis IN	S. Peters	P:	F: 317-572-4360
HM	Sales	Supervisor of International Sales	Indianapolis IN	S. Peters	P:	F: 317-572-4360
IDC	Admin	Group Operations Coordinator	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Conf	Conference Coordinator	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Edit	Copy Editor	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Edit	Editorial Manager	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Edit	Research Editor	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	HR	Associate Recruiter/Human Resources Representative	Mountain View CA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	HR	Senior Human Resources Representative	Mountain View CA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	Intern	Human Resources Intern	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Global Research Organization	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432

BU	Category	Title	Location	Contact	Phone#	Fax#
IDC	Intern	Intern, Latin America	Miami FL	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Latin America	Miami FL	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Latin America Internet Research	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Latin America Marketing	Miami FL	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Latin America Telecommunications	Miami FL	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	IS	Applications Developer	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	IS	Applications Developer	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	IS	Manager of Internet Application Development	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	IS	QA Engineer	Framingham MA	J. Snow	P: 508-935-4631	F: 508-935-4600
IDC	Mktg	Lead Qualification Manager	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Mktg	Manager, Product Management	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Mktg	Market Development Manager	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Mktg	Market Development Specialist	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Mktg	Marketing Coordinator	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Mktg	Marketing Programs Manager	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Mktg	Marketing Programs Manager	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Mktg	Marketing Services Manager	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Mktg	Public Relations Specialist	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Mktg	Senior Marketing Specialist	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Prod	Copy Editor	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Prod	DeskTop Publishing Specialist	Miami FL	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Prod	Production Coordinator	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Prod	Proofreader	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Rsch	Analyst, Account Manager, IT Advisor	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4432
IDC	Rsch	Associate Analyst/Research Analyst, Telecom	Austin TX Framingham MA New York NY	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Associate or Research Analyst, Mobile eBusiness	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Consulting Manager, Telecom	Miami FL	J. Snow	P: 508-935-4631	F: 508-935-4600
IDC	Rsch	Consulting Manager/Director	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
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IDC	Rsch	Inquiry Analyst, Software	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4432
IDC	Rsch	Inquiry Analyst, Telecommunications	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4432
IDC	Rsch	Lead Qualification Specialist	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Program Manager/Director, Internet & eCommerce Strategies	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Programmer Analyst	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
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IDC	Rsch	Research Analyst, IRS	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Analyst, Multifunction Peripherals	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Analyst, Software Support	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Analyst, Telecom	Austin TX Framingham MA New York NY	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Analyst, Telecom	Miami FL	J. Snow	P: 508-935-4631	F: 508-935-4600
IDC	Rsch	Research Analyst/Senior Analyst, Communications	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Analyst/Senior Analyst, Communications	Framingham MA	E. Cole	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Director, High Performance Computing User Forum	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4432
IDC	Rsch	Research Director, Workstation Research	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4432
IDC	Rsch	Research Manager, Application Design & Construction Tools	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Research Manager, Information & Data Management	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Research Manager, Network Attached Storage (NAS)	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Manager, Quarterly Server Tracker Program	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Manager, Survey-Based Research	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Senior Analyst, CCVV, Telecommunications	Framingham MA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Senior Analyst, Manufacturing	Framingham MA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Senior Analyst, Portable PCs	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Senior Analyst, Services	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Analyst, Telecom	Austin TX Framingham MA New York NY	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Analyst, Wireless Services	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Senior Research Analyst	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Sr. Analyst, Business Services: Globalization & Localization Services	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Sr. Analyst, Software Research	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Sr. Analyst, Vertical Markets	Framingham MA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Statistical Research Analyst	Miami FL	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Sales	Account Executive, Services	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Customer Service Representative	Paris France	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC	Sales	Global Account Development Manager	London England	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC	Sales	Manager, Partner Development	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Sales	Sales Representative	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Sales Representative, Major Accounts	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Sr. Account Executive, GEA	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Sr. Inside Sales Representative	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Telesales Representative	Framingham MA	G. Lawrence	P: 508-935-4137	F: 508-935-4432
IDC	Web Tech	IDCNet Product Manager	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Web Tech	Senior Quality Assurance Engineer	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Web Tech	Technical Web Producer	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC	Web Tech	Vice President, Interactive Products & Services	Framingham MA	J. Klepper	P: 508-935-4143	F: 508-935-4432
IDC		Technical Educator	Framingham MA	D. Bernardi	P: 508-935-4361	F: 508-935-4432
IDC Asia/Pacific	Operations	Director Greater China Operations	Beijing PRC	D. Philbin	P: 508-935-4173	F: 508-424-4875
IDC Australia	Rsch	Consultant	Sydney Australia	D. Philbin	P: 508-935-4173	F: 508-424-4875
IDC Beijing	Rsch	Senior Research Analyst, Telecommunications	Beijing PRC	D. Philbin	P: 508-935-4173	F: 508-424-4875
IDC Canada	Rsch	Market Research Support	Toronto Canada	J. McLean	P: 416-369-0033	F: 416-369-0419

BU	Category	Title	Location	Contact	Phone#	Fax#
IDC Canada	Rsch	Research Analyst, Domestic Software	Toronto Canada	J. McLean	P: 416-369-0033	F: 416-369-0419
IDC Canada	Rsch	Senior Consultant - IDC Canada	Toronto Canada	J. McLean	P: 416-369-0033	F: 416-369-0419
IDC Canada	Sales	Account Manager, NCR/Quebec, IDC Canada	Toronto Canada	J. McLean	P: 416-369-0033	F: 416-369-0419
IDC Canada	Sales	Account Manager, Services/Hardware, IDC Canada	Toronto Canada	J. McLean	P: 416-369-0033	F: 416-369-0419
IDC E/C Europe	Rsch	Research Analyst, LAN & Internetworking Technologies	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Rsch	Research Analyst, Peripherals	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Rsch	Research Analyst, Personal Computers Research	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Rsch	Senior Research Analyst, Software and Services	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Sales	Business Development Manager	Zurich Switzerland	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDG Central Svcs	Facil	Facilities Manager	San Francisco CA	P. Murphy	P: 415-978-3365	F: 415-543-3984
IDG Central Svcs	Facil	Mail Services Coordinator	San Francisco CA	M. Mirabal	P: 415-978-3337	F: 415-267-1777
IDG Comm	Ad Sales	Interactive Sales Associate	Framingham MA	B. Binan	P: 203-351-1085	F: 203-351-1089
IDG Comm	Edit	Assistant Editor - Computerworld Hong Kong	Hong Kong	M. Almeida	P: 852-2681-3238	F: 852-2861-0953
IDG Comm	HR	Senior Recruiter	San Francisco CA	T. Lehane	P: 707-939-6903	F: 707-996-6582
IDG Comm	Intern	Marketing Research Intern	Framingham MA San Francisco CA	V. Heistermann	P: 415-974-7357	F: 603-699-5652
IDG Comm	Rsch	Research Analyst	San Francisco CA	V. Heistermann	P: 415-974-7357	F: 603-699-5652
IDG GC	IS	Technical Support Specialist	San Mateo CA	D. Garza	P: 650-524-5701	F: 650-524-5730
IDG List	Operations	Operations Coordinator	Framingham MA	C. Cotter	P: 508-935-4605	F: 508-935-4600
IDG List	Sales	Client Services Coordinator	Framingham MA	C. Cotter	P: 508-935-4605	F: 508-935-4600
IDG News	Edit	Tokyo Reporter/Correspondent	Tokyo Japan	E. Heichler	P: 617-239-7816	F: 617-423-0240
IDG News	Edit	US Correspondent	San Francisco CA	E. Heichler	P: 617-239-7816	F: 617-423-0240
IDG.net	IS	Internet Systems Administrator	San Francisco CA	B. Cappel	P: 415-267-4564	F: 415-267-4558
IDG/CSC	Admin	Administrative Assistant	Boston MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
IDG/CSC	Admin	Executive Assistant, Vice President /Finance	Boston MA	B. Senges	P: 508-935-4192	F: 508-935-4600
IDG/CSC	PR	Corporate Communications Specialist	Boston MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
IDG/CSG	Admin	Part-time Office Assistant	Framingham MA	J. Lynch	P: 508-935-4041	F: 508-935-4600
IDG/CSG	Fin	Tax Accountant	Framingham MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
IDG/EF	Admin	Customer Service Coordinator	San Mateo CA	L. Whittle	P: 650-312-0556	F: 650-312-0547
IDG/EF	Admin	Receptionist	San Mateo CA	T. Whitehair	P: 650-312-0594	F: 650-312-0547
IDG/EF	Mktg	Marketing Manager: DEMO Brand	San Mateo CA	J. Pesiri	P:	F: 650-525-3486
IDG/EF	Mktg	Marketing Manager: AGENDA and VORTEX Brands	San Mateo CA	J. Pesiri	P:	F: 650-525-3486
IDG/EF	Sales	Account Manager	San Mateo CA	L. Browne	P: 415-243-3649	F: 415-243-3694
IDG/EF	Sales	Inside Sales Coordinator	San Mateo CA	L. Browne	P: 415-243-3649	F: 415-243-3694
IDG/GMG	Circ	Single Copy Sales Associate Mgr./Mgr.	San Francisco CA	B. Hooven	P:	F: 415-975-2609
IDG/GMG	Circ	Single Copy Sales Associate Mgr/Mgr	San Francisco CA	B. Hooven	P:	F: 415-975-2609
IDG/GMG	Fin	Staff Accountant	San Francisco CA	J. Spitzer	P:	F: 415-546-5225
IDG/GMG	HR	Human Resource Manager	San Francisco CA	B. Sours	P: 415-978-2245	F: 415-975-2618
IDG/GMG	Mktg	Director of Marketing	San Francisco CA	C. Lee	P: 415-979-9845	F: 415-975-2609
IDG/GMG	Rsch	Research Specialist	San Francisco CA	C. Lee	P: 415-979-9845	F: 415-975-2609
IDG/GS	Admin	Part-Time Administrative Assistant	Framingham MA	C. Moloney	P: 508-988-6832	F: 508-935-4600
IDG/GS	Sales	APAC Regional Manager	Singapore	C. Spence	P: +44-1784-210-210	F: +44-1784-210-200
IDG/GS	Sales	IDG Global Solutions Interactive Manager	East Coast	E. Intriago	P: 305-477-9004	F: 305-468-7982
IDG/GS	Sales	International Account Manager	Boston MA and SF CA	E. Intriago	P: 305-477-9004	F: 305-468-7982
IDG/Rsch	Rsch	Research Analyst	Framingham MA	C. Cotter	P: 508-935-4605	F: 508-935-4600
IDG/WEC	Fin	Billing and Collections Assistant	Framingham MA	C. Cotter	P: 508-935-4605	F: 508-935-4600
IDG/WEC	Mktg	Marketing Manager	Framingham MA	C. Cotter	P: 508-935-4605	F: 508-935-4600
IDG/WEC	PR	PR Coordinator	Framingham MA	C. Cotter	P: 508-935-4605	F: 508-935-4600
IDG/WEC	Sales	Sales Coordinator	Framingham MA	C. Cotter	P: 508-935-4605	F: 508-935-4600
IFW	Admin	Marketing Assistant	San Mateo CA	B. Simkin	P: 650-312-0669	F: 650-312-0690
IFW	Art/Design	Art Director	San Mateo CA	S. McDaniel	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Content Librarian	San Mateo CA	S. McDaniel	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Executive Editor	San Mateo CA	S. McDaniel	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Network Support Specialist	San Mateo CA	S. McDaniel	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Senior Writer	San Francisco CA	S. McDaniel	P: 650-312-0631	F: 650-312-0668
IFW	Facil	Receptionist	San Mateo CA	S. McDaniel	P: 650-312-0631	F: 650-312-0668
IFW	Fin	Billing Coordinator	San Mateo CA	S. McDaniel	P: 650-312-0631	F: 650-312-0668
IFW	IS	Desktop Support Specialist II	San Mateo CA	S. McDaniel	P: 650-312-0631	F: 650-312-0668
IFW	Mktg	Event Marketing Manager	San Mateo CA	B. Simkin	P: 650-312-0669	F: 650-312-0690
IFW	Mktg	Sr. Marketing Specialist	San Mateo CA	B. Simkin	P: 650-312-0669	F: 650-312-0690
IFW	On-line	Web Developer	San Mateo CA	L. Wonnacott	P: 650-312-0473	F: 650-312-0668
IFW	Prod	Digital Prepress Specialist	San Mateo CA	S. McDaniel	P: 650-312-0631	F: 650-312-0668
IFW	Sales	Account Executive	San Mateo CA	B. Simkin	P: 650-312-0669	F: 650-312-0690
IFW	Sales	Advertising Sales Director-West Coast	San Mateo CA	B. Simkin	P: 650-312-0669	F: 650-312-0690
IFW	Web Tech	Senior Writer	San Mateo CA	S. McDaniel	P: 650-312-0631	F: 650-312-0668
IPS	Admin	Office Coordinator	Boston MA	J. Carty	P: 508-935-4480	F: 508-935-4600
IS	Mktg	Marketing Research Analyst	San Francisco CA	S. Riddle	P: 415-617-4164	F: 415-733-5401
IS	Operations	Distribution Manager	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-617-1637
IS	Prod	Production Manager	San Francisco CA	D. McAferty	P: 415-733-5472	F: 415-733-5403
IS	Sales	Ad Traffic Coordinator	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-617-1637
ITCareers	Sales	Regional Sales Manager	East Coast	D. Holzer	P:	F: 212-987-0331
ITworld	Ad Sales	District Sales Manager	San Francisco CA	J. Davidson	P: 508-269-2964	F: 508-303-9788
ITworld	Edit	Associate Editor	San Francisco CA Southborough MA	J. Davidson	P: 508-269-2964	F: 508-303-9788
ITworld	Edit	Senior Editor, Networking	Southborough MA	J. Davidson	P: 508-269-2964	F: 508-303-9788
ITworld	Edit	Web Community Editor	San Francisco CA Southborough MA	J. Davidson	P: 508-269-2964	F: 508-303-9788
ITworld	Exec	Vice President of Technology	Southborough MA	K. McIsaac	P: 508-393-6377	F: 508-303-9788
ITworld	Fin	Vice President, Finance	Southborough MA	S. Brown	P: 508-935-4099	F: 508-935-4600
ITworld	IS	UNIX Administrator	Southborough MA	J. Davidson	P: 508-269-2964	F: 508-303-9788
ITworld	Mktg	Internet Marketing Manager	Southborough MA	J. Davidson	P: 508-269-2964	F: 508-303-9788
ITworld	Web Tech	Associate Web Producer	Southborough MA	J. Davidson	P: 508-269-2964	F: 508-303-9788
ITworld	Web Tech	Web Engineer	Southborough MA	K. McIsaac	P: 508-303-9731	F: 508-303-9788
Mac Pub	Ad Sales	Sales and Marketing Coordinator	San Francisco CA	G. Lindsley	P: 415-243-3578	F: 415-243-3656
Mac Pub	Art/Design	Art Director	San Francisco CA	S. Anderson	P: 415-243-3591	F: 415-422-0766
Mac Pub	Art/Design	Associate Designer	San Francisco CA	S. Anderson	P: 415-243-3591	F: 415-422-0766
Mac Pub	Art/Design	Online Design Director	San Francisco CA	A. Gore	P: 415-243-3603	F: 415-243-3644

BU	Category	Title	Location	Contact	Phone#	Fax#
Mac Pub	Edit	Assistant Editor	San Francisco CA	K. DeNike	P: 415-243-3573	F: 415-442-0766
Mac Pub	Edit	Copy Editor	San Francisco CA	C. Purdy	P: 415-243-3596	F: 415-442-0766
Mac Pub	IS	LAN/WAN Services Director	San Francisco CA	L. Heiberger	P: 415-243-3608	F:
Mac Pub	Sales	Custom Publishing Sales Manager	San Francisco CA	S. Wu	P: 415-978-3272	F: 415-267-1742
Mac Pub	Web Tech	Senior Programmer	San Francisco CA	L. Heiberger	P: 415-243-3608	F:
NWW	Ad Coord	Advertising Operations Coordinator	Southborough MA	E. Cormier	P:	F: 508-490-6454
NWW	Art/Design	Art Assistant	Southborough MA	E. Price	P:	F: 508-490-6454
NWW	Circ	Circulation Operations Manager	Southborough MA	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Edit	Events Community Editor	Southborough MA	M. Brunaccini	P:	F: 508-490-6454
NWW	Edit	Senior Editor	West Coast	M. Brunaccini	P: 508-490-6474	F: 508-490-6454
NWW	Edit	Staff Writer	Flexible	E. Price	P:	F: 508-490-6454
NWW	IS	Systems Support Specialist	Southborough MA	E. Price	P:	F: 508-490-6454
NWW	Mktg	Marketing Specialist	Southborough MA	M. Brunaccini	P:	F: 508-490-6454
NWW	On-line	Online Audience Development Manager	Southborough MA	M. Brunaccini	P:	F: 508-490-6454
NWW	On-line	Vice President of Online Development	Southborough MA	M. Brunaccini	P:	F: 508-490-6454
NWW	Sales	Account Executive	Southborough MA	M. Brunaccini	P:	F: 508-490-6454
NWW	Sales	Sales Assistant	Southborough MA	E. Price	P:	F: 508-490-6454
NWW	Sales	Sales Operations Manager	San Mateo CA	E. Price	P:	F: 508-490-6454
PCW	Ad Sales	Account Representative	Framingham MA Paramus NJ	D. Hampson	P: 415-978-3133	F: 415-267-4531
PCW	Ad Sales	Sales Associate	San Francisco CA	K. Coldwell	P: 415-978-3290	F: 415-974-7316
PCW	Circ	Direct Mail Marketing Manager	San Francisco CA	D. Cobb	P: 415-978-3255	F: 415-442-1891
PCW	Edit	Associate Editor	San Francisco CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW	Edit	Copy Chief	San Francisco CA	K. Brinson	P: 415-974-7362	F: 415-442-1891
PCW	Edit	Copy Editor	San Francisco CA	K. Brinson	P: 415-974-7362	F: 415-442-1891
PCW	Edit	Editor in Chief	San Francisco CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	Operations	Mail Services Coordinator	San Francisco CA	M. Mirabal	P: 415-978-3337	F: 415-267-1777
PCW	R&T	Performance Analyst	San Francisco CA	J. Kuta	P: 415-974-7430	F: 415-546-1673
PCW	Sales	Account Representative	Irvine CA San Francisco CA	D. Hampson	P: 415-978-3133	F: 415-267-4531
Publish	Edit	Features Editor	Topsfield MA	C. Smith	P: 978-887-7900	F: 978-887-3177
Publish	Edit	Senior Graphic Designer	Topsfield MA	C. Smith	P: 978-887-7900 x105	F: 978-887-3177
Publish	Edit	Technology Editor	Topsfield MA	C. Smith	P: 978-887-7900 x105	F: 978-887-3177
Publish	Sales	Advertising Sales-Regional Account Director	Topsfield MA	C. Smith	P: 978-887-7900 x105	F: 978-887-3177
Publish	Sales	Advertising Sales - Regional Managers	Chicago IL Los Angeles CA New York NY San Francisco CA	C. Smith	P: 978-887-7900	F: 978-887-3177
Publish	Sales	Internet Sales-Inside	Topsfield MA	C. Smith	P:	F: 978-887-3177
Publish	Web Tech	Web Developer	Topsfield MA	C. Smith	P:	F: 978-887-3177

Research Analyst/Senior Analyst, Communications (IDC)

IDC is currently looking for a Research Analyst/Senior Analyst to lead the research on the ebusiness data center. The analyst will be responsible for analyzing technology and business trends for products and vendors in the caching, load balancing, storage over IP, host access markets and delivering analysis to clients. Specifically this analyst will be responsible for writing reports on ebusiness data center markets and providing client support. Ideally, the candidate for this position will have 2-4 years experience in the IT industry, either with a networking company or within a market research firm. A qualified candidate must be self-motivated with strong research, writing, quantitative, interpersonal, and analytical skills. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Technical Educator (IDC)

IDC is seeking a technical educator who will be responsible for developing and delivering on-site custom IDC technical programs. Specifically they will run technical pilot groups, provide one-on-one training, classroom instruction and group training sessions, create documentation and on-line help as well as be apart of the IDC Education team. To qualify one must have 2-5 years of previous stand up training experience, previous background in writing documentation, the ability to travel, a wide breath of knowledge of computer related products as well as the ability to quickly pick up new tools and technologies. Must be computer literate with advanced knowledge of Microsoft office packages as well as the ability to use Lotus Notes and the Web. *Location: Framingham MA*
Contact: D. Bernardi, Fax: 508-935-4432, Phone: 508-935-4361, Email: idc_jobs@idc.com

Technical Support Specialist (IDG GC)

The Technical Support Specialist will provide software and hardware support for IDG Global Communications End-User Support service customers. The Technical Support Specialist is responsible for all software and hardware systems and system configurations which includes upgrading, troubleshooting and fixing software and hardware problems on both PC and Mac systems and their peripherals for both desktop and laptop systems, including printers. This will also include first-line troubleshooting for all WAN/LAN problems. This person will work closely with Help Desk coordinator and two other Technical Support Specialists in order to assist in providing professional, efficient service to our customers and if necessary, will be expected to on call. Three to four years hands-on PC end-user support. Must have an in-depth knowledge of Win95, System 8, and NT. Must have a working knowledge of MS Office and Lotus Notes. This person should have excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to multitask, and above all, have a desire to work in a fast-paced challenging environment.
Location: San Mateo CA
Contact: D. Garza, Fax: 650-524-5730, Phone: 650-524-5701, Email: diana_garza@idg.com

Administrative Assistant (IDG/CSC)

International Data Group is seeking a highly motivated, take charge professional to provide a high level of administrative support to the Corporate Communications Manager in Boston, MA. Responsibilities include general administrative support including managing the department budget, coordinating travel and expense reports, handling all incoming and outgoing calls, filing, maintaining a monthly communications report as well as other special projects. This position includes frequent interaction with all members within the company as well as customers, vendors, and business relations. Candidate must be extremely organized, be able to multitask and be persistent in follow-up. Candidate must be extremely organized, possess proven time management skills and have experience researching issues using the world wide web. Excellent written and verbal communication skills required. Ideal candidate will have 3-4 years of strong administration experience. Strong PC skills in Word and Excel required and knowledge of Lotus Notes preferred. This is an extremely busy, visible position. *Location: Boston MA*
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-988-6832, Email: christine_moloney@idg.com

Customer Service Coordinator (IDG/EF)
Provide world class customer service to conference attendees, internal IDGEF office, registration and conference management teams and external IDGEF clients supporting the division. You will be communicating with customers via telephone, inbound and outbound calls. You will be the main point person for our conference calls, receiving and distributing the calls for the customer service department. You will be assisting the conference registrar with distributing conference materials to attendees via web, fax and mail. Communicating with Registrars on the daily status of projects. Accurate data entry and maintenance of the master database. Preparing registration forms for the registrar by verifying their status and database ID. Research will be performed on the web using marketing source lists in order to locate information about companies and persons within companies. You will have responsibility for interaction with the following type of clients: Internal clients: IDGEF Staff including Production Team members. External clients: You may be interacting with IDGEF suppliers & vendors as well as IDG clients. Attendees: for various conferences and their staffs. Suppliers to the registration functions: Hotel contacts/Temporary Staffing companies/AV suppliers/ Office Supply and Registration office suppliers, name badge producers, etc. Minimum Qualifications: Excellent oral & written communication skills in a high paced, team environment. Customer service skills: Telephone: Inbound/Outbound calling experience. Detail oriented, extreme accuracy in a high quality customer service environment. Proficient, 2 years experience in data entry, Access, Act, FileMaker Pro software a plus. Software: MS Office, Lotus Notes preferred. Multiple tasking, multiple priorities, Web Research, exceptional organizational skills, Time Management: Project management skills. *Location: San Mateo CA*
Contact: L. Whittle, Fax: 650-312-0547, Phone: 650-312-0556, Email: lauren_whittle@idg.com

PR Coordinator (IDG/WEC)
IDG World Expo's Public Relations Department is seeking a dynamic and professional Public Relations Coordinator. In this position, responsibilities will include monthly press evaluations, formulating proactive press opportunities, researching and analyzing competitive announcements and coverage, maintaining current communications database (media contacts, releases), researching speaking opportunities, maintaining editorial calendar prospects, interfacing with senior executives, and working with IDG's worldwide communications offices. In addition to traditional communications support, this role will require operational and administrative support such as mailings and vendor assessments/renewals. Must be a motivated, proactive, self-starter who can maintain composure and effectiveness under deadline pressure and work independently. College degree is required and proficiency with MS Word, Excel and PR agency experience a plus. *Location: Framingham MA*
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

Systems Support Specialist (NWW)
Network World is looking for someone with strong customer service skills and knowledge of NT networking basics to provide front line PC support for a total of 150 employees, including 30+ remote people. Responsibilities include troubleshooting desktop problems, dispatching problems within IS team and handling all moves, adds and changes related to desktop systems. Maintaining and updating hardware/software versions and coordinating with outside vendors to purchase and install equipment is also involved. Experience and skills should include: Formal training/experience in desktop support; Win95; WinNT; Mac; Office97; PC/MAC Hardware and software. Strong organizational, documentation, and communication skills are a plus. 2-3 years experience in a technical customer support environment is essential. Light travel may also be required. *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

Shirley Horrocks *IDC U.K.*

15

Andrea Kühler *IDG Germany*
Klavs Andersen *IDG Denmark*

14

Gary Clark *IDG Australia*
Marianne Kraus *IDG Germany*
Debra Guilfoyle *InfoWorld*

11

Carolyn Marsan *Network World*

10

Jorge Garrido *IDG Argentina*
Natalia Pekasa *IDG Poland*
Lars Jonsson *IDG Sweden*
Meryl Salter *IDC U.K.*
Michaela Maack *IDG Germany*
Stefanie Ferstl *IDG Germany*

9

Walter Manninen *CXO Media*
Mats Hultgren *IDG Sweden*
Marion Bauer *IDG Germany*
Laura Wonnacott *InfoWorld*

5

Mona Wessing *IDG Denmark*
Rune Michaelsen *IDG Denmark*
David Pellegrini *InfoWorld*
Jürg Reimann *IDG Switzerland*

4

Tehmasp Parekh *IDC Hong Kong*
Laurie Marinone *Computerworld*
Ryoji Miyauchi *IDG Japan*

3

Hyun-Ju Kim *IDC Korea*
Kathleen Melymuka *Computerworld*
Kristofer Sjöberg *IDG Sweden*
Gail Balfour *Laurentian Technomedia*
Alexander Mohn *IDG Germany*
Marianne Gjerlufsen *IDG Denmark*
Maria Jensen *IDG Denmark*

2

Michael Howe *IDC Canada*
Lonnie Szoke *Laurentian Technomedia*
Maria Ruiz *IDG Spain*
Henrik Selbo *IDG Sweden*
Martin Mantel *IDG Germany*
Mette Holst Thøgersen *IDG Denmark*

1

Sapphire Yong Jek Ging *IDC Singapore*
Cheryl Carlton *IDC Canada*
Megan Williams *IDC Canada*
Sergio Barrabes *IDG Spain*
Tony Hoffström *IDG Sweden*
Eve Epstein *InfoWorld*
Konstantin Dirhalidis *IDG Sweden*
Amelie Geijer Åstrand *IDG Sweden*
Gueorgui Tzvetanov *IDG Austria*
Sandra Dunn *ITworld.com*
Snjezana Popovic *IDG Germany*
Lars Harkjær Møller *IDG Denmark*
Viktor Feldmann *IDG Denmark*
Søren Bertelsen *IDG Denmark*
Esben Tendal *IDG Denmark*
Karlheinz Pichler *IDG Switzerland*
Gaby Salvisberger *IDG Switzerland*

Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

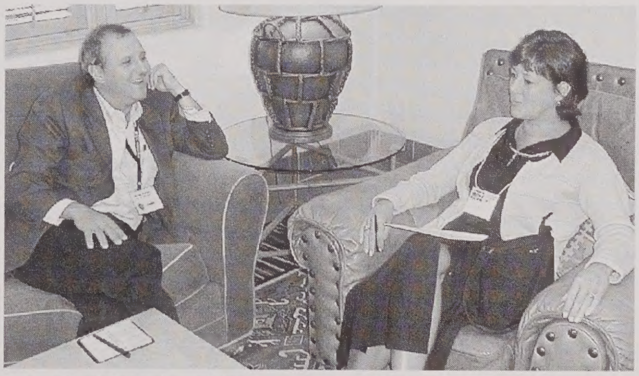
IDC GRAC

continued from page 1

- Research Analysts: Hiring an additional 75 to 100 research employees in the U.S. in FY01.
- Research Quality: Increased worldwide analyst collaboration and more country-level surveys.
- Customer Service: Expanded customer support and, in partnership with Viant, improvements (code-named "Sage") to all of IDC's online sites that will debut early next year. In addition, research content will be redesigned to highlight direction, advice and recommendations.
- The IDC Brand: Expanded marketing approach to work with customers to better satisfy needs.

IDC COO **Vicki Brown** provided an overview of IDC's new product highlights and enhancements since last year's gathering. Among the improvements:

- A major expansion of Asia/Pacific, Latin America, Europe and Canada research products.
- More comprehensive global Internet coverage.
- New products for emerging markets.
- Increased emphasis on collaborative research, a key strategic initiative. (IDC has just established a VP of Business Development position to create new products that are built on the collaboration of IDC's Global Product Lines. **Clare Gillan**, most recently IDC's group VP of Applications Software Research, was named to fill the post earlier this month.)



Lydia Huk of AT&T talks with IDC Group VP Sales ***Michael Deutsch****. "GRAC was excellent as always," Huk said. "This event is a big benefit for me as a buyer of many IDC services."*

- Further improvements to IDC's global sales approach.

IDC communicates with attendees during the period between GRAC meetings when the need arises via reports on noteworthy developments.

For more information, contact MaryAnne Sinville at msinville@idc.com.

Marketing made it happen

IDC's Marketing group organized the GRAC meeting. In addition to MaryAnne Sinville, key members of the group included Director, Marketing Communications **Debra Brown**; Marketing Specialist **Michelle Berube**, Graphic Designer **Josephine Eaton** and Presentation and Design Specialist **Cindi Sparrow**.

celebrating 10!

Name
Luanne Kiley

Home
Lunenburg, Mass.

Joined IDG
Oct. 12, 1989 as an administrative assistant at IDG List Services.

Career path since joining IDG
Administrative assistant, IDG List Services, sales associate, *InfoWorld;* sales associates, *Macworld*; sales associate, *PC World*.

Current title
Sales associate to the associate publisher of Market Development. We oversee consumer advertising, custom publishing, events and MarketPlace for *PC World*.

Most challenging part of your job
Getting my clients the positioning they want each month.

Best part of your job
I like watching the magazine come together each month.

I joined IDG because
Deb Goldstein made me an offer I couldn't refuse.

What's kept you at IDG for 10 years?
I really wanted to have dinner with Pat!

Best compliment you've ever received on your work?
I once heard a manager describe me as "the glue that kept the department together."

Interests outside the office
My son Nicholas, yoga, cooking, reading and lately I have been crocheting up a storm.

Family
The love of my life, Doug Barney, and our son Nicholas, who will be 5 soon.

Most rewarding thing you've ever done?
Nicholas is my reward.

Of what accomplishment at work are you most proud?
There really isn't one thing for me. I get a kick out of making things work like getting a deadline extended or finding a great piece of research to use. When everything comes together and people are happy — that's a great feeling for me.

Best advice you've ever been given?
A long time ago a good friend told me, "Kid, you only go around once."

What talent do you wish you had?
I wish I could sing opera.

THE RITZ-CARLTON

*IDG Chairman **Pat McGovern** escorts PC World's **Luanne Kiley** to dinner at Boston's Ritz-Carlton in honor of her 10 years of service to the company.*

Dream destination
Kokomo

Fantasy job
Wildly famous radio shock jock.

Five people — living or dead — you'd invite to dinner?
Jim Morrison, Courtney Love, Bill Murray, Cat Stevens and Sharon Stone.

First job?
Dental assistant

Your idea of a perfect day alone?
Sunny day, me on a beach with plenty to drink and read.

One possession you'd grab if your house were on fire?
Jewelry box

Favorite vacation spot?
My mom's house on Cape Cod.

What others can't tell just by looking at me
That I watch WWF (World Wrestling Federation).

Manager's profile
"Luanne, or Lu as her friends call her, is a gem. In the seven years Lu has worked for PC World, she has consistently and unselfishly done whatever it takes to ensure the success of PC World. Her great personality combined with her solid publishing knowledge makes her a true asset to PCW and IDG. Not only does she interact wonderfully with clients, she is a team player and ready to help out wherever she is needed. Sales associates are an integral part of the PCW sales team, and there is none better at their job than Luanne. Congratulations on your 10 years Lu, and here's to 10 more."

— Michael Carroll, associate publisher, Market Development

Ramadan

During the month of Ramadan, which begins Nov. 27, Muslims refrain from eating and drinking during daylight hours. In the evening and until, according to the Holy Quran, "you can plainly distinguish a white thread from a black thread by the daylight," Muslims eat small meals and visit with family and friends. A time of worship and contemplation, Ramadan is a time to concentrate less on everyday concerns and more on faith, family and community. It is common for Muslims to go to the mosque at night and spend several hours studying the Quran and praying the *Taraweeh* (Night Prayer). The end of Ramadan (on Dec. 25 this year) is celebrated for three days with a holiday called Id-al-Fitr (the Feast of Fast Breaking), in which families and friends gather to exchange gifts and eat large meals.

IDG WorldUpdate

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

IDG World Update

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WWW.IDGWORLDUPDATE.COM

IDG New Zealand's *Net Magazine* targets online "newbies"

*From left: **Fiona Mayo**, assistant editor; **Inga Stunzner,** copy editor; **Chris Keall**, editor; **David McNickel**, helpdesk Q&A columnist; **Malcolm Burgess**, journalist; and **Natalie Winter,** designer. Not pictured is the team responsible for creating the new magazine's Web site: **Bruce Buckman**, **Mary Hatrick**, **LaiPing Ho** and **Stephen Ballantyne**.*

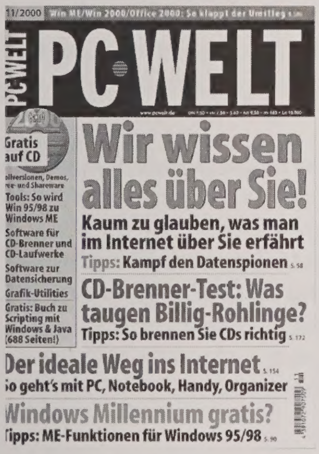
With IDC predicting the number of Internet users to double within the next three years, IDG New Zealand this month will launch *Net Magazine*, a new monthly that will help consumers and small business people as they progress from Internet "newbies" to regular users.

Net Magazine answers the needs of the fast-growing population of prospective, new and advancing Internet users eager for a publication that offers practical, plain-English advice about using the Internet: from reviews of the products they need to get online to pointers to great Web sites and step-by-step advice about common tasks such as creating a Web site.

"Existing publications talk to first-generation adopters, often in language that home users find baffling, and business people have no patience for," said *Net Magazine* Editor Chris Keall. "With *Net Magazine* we'll deliver a magazine that is practi-

continued on page 4

PC Welt readers weigh in on ad effectiveness in annual award program



11/2000 Win ME/Win 2000/Office 2000: So klappt der Umstieg

PC WELT

www.pcwelt.de

Gratis auf CD

ollversionen, Demos, ee- und Shareware

Tools: So wird Win 95/98 zu Windows ME

Software für CD-Brenner und CD-Laufwerke

Software zur Datensicherung

Grafik-Utilities

Gratis: Buch zu Scripting mit Windows & Java (688 Seiten!)

Wir wissen alles über Sie!

Kaum zu glauben, was man im Internet über Sie erfährt

Tipps: Kampf den Datenspionen S. 58

CD-Brenner-Test: Was taugen Billig-Rohlinge?

Tipps: So brennen Sie CDs richtig S. 172

Der ideale Weg ins Internet S. 154

o geht's mit PC, Notebook, Handy, Organizer

Windows Millennium gratis?

ipps: ME-Funktionen für Windows 95/98 S. 90

Some 600 of *PC-WELT*'s advertising clients and their ad agencies turned out for the publication's annual Computer Ad of the Year 2000 ceremony held at Munich's Circus Krone in mid-October.

The winner, chosen by a panel of 200 *PC-WELT* readers, was computer interface maker Logitech and its "We have something against connections" ad, created by the San Francisco-based agency Ingalls Moranville. Last year's winner, Canon, placed second and Umax Systems third.

Now in its eighth year, the *PC-WELT* ad panel offers advertisers reader feedback on their ads. Each month 200 *PC-WELT* readers evaluate all the ads in each issue via an online survey, offering their opinions on the effectiveness of the campaigns. Advertisers receive one overall rating and detailed ratings on how the ad fared with readers in terms of 10 different criteria (informative, well-designed, etc.), as well as against ads of a similar size in that issue.

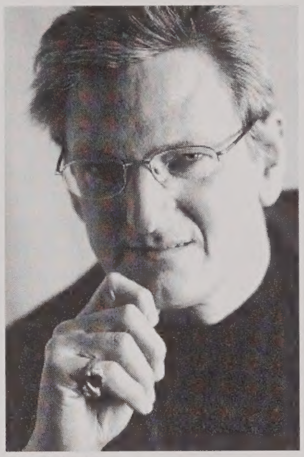
Panelists, who receive a small stipend of about 50 marks (US$22) for their opinions, are recruited from the monthly's subscriber base via a coupon in the print edition or they can enlist at *PC-WELT*'s Web

*TV personality Arabella Kiesbauer (center) served as MC for PC-WELT's Computer Ad of the Year ceremony. Joining her on stage are (from left): **Christoph Burkhart**, PC-WELT associate publisher; **Heike Rothert**, PC-WELT international sales; **York von Heimburg**, managing director, IDG Magazine Verlag; **Thomas Perskowitz**, PC-WELT publisher; and, accepting the Computer Ad of the Year for Logitech, Katja Schleicher.*

continued on page 5

In memoriam: IDG Switzerland's Martin Meier

Martin Meier, publisher of IDG Switzerland, died Nov. 23 after a long fight against cancer.



Martin Meier

Born on Dec. 30, 1949, Meier joined IDG in February 1986 as editor for *Computerworld* and was named editor-in-chief one year later. Under his guidance, *Computerworld* became the most respected and most read publication for IT professionals in Switzerland. Among the many initiatives he undertook were the creation of the Computerworld Special Editions and the Computerworld Magazines, single-topic supplements to the publication.

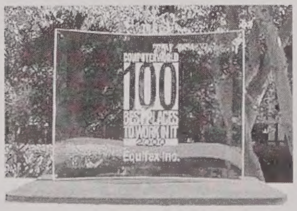
On Oct. 1, 1998, IDG Managing Director **Gebhard Osterwalder** named Meier publisher of IDG. His most significant achievement as publisher was the relaunch of *PCtip*, a monthly publication targeted to home and small-office PC users, which quickly gained a circulation of 53,000 copies and 245,000 readers, making it the best read computer magazine in Switzerland. 1998 and 1999 were the best years in IDG Switzerland's history, noted Osterwalder.

In January 2000, Meier was named general manager of IDG Internet AG, and it was he who championed IDG Switzerland's entry into the Internet market with a local version of *The Industry Standard* called *Internet Standard* and a companion Web site.

"Unfortunately, Martin could not harvest the fruits he seeded," Osterwalder said. "His candle burned out much too early but all he has created never will. He will always be in our minds."

Contributions in Meier's memory may be made to the Swiss Cancer Research Foundation: Krebsforschung Schweiz, Effingerstrasse 40, CH-3008 Bern, Switzerland. Postal account: PC 30-3090-1.

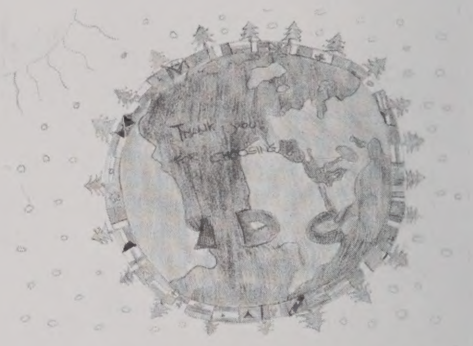
ITcareers honors CW's Best Places



Every June Computerworld releases its annual Computerworld 100 Best Places to Work list. ITcareers took that list and gave each of the winning firms a congratulatory bottle of champagne and a cut-glass award, which were delivered by various ITC sales reps. In late September, ITcareers Eastern Regional Sales Manager ***Deanne Holzer*** *(left) and ITcareers.com Eastern Regional Sales Manager* ***Jamie Swartz*** *(right) presented Atlanta-based business service firm Equifax, Inc.'s award to VP/CTO Virgil Gardaya.*

IDC features artwork from employee's child on holiday card

IDC is putting a more personal touch on its annual holiday greeting to customers this year. Rather than sending the typical store bought card, the company sponsored its first IDC Young Artist Contest and challenged the children of IDC employees worldwide to create a design that would convey caring (one of the company's 10 brand values), appreciation and thanks.



Fifteen children took up the challenge and the winner, 10-year-old Denise Marchi, daughter of **Nadia Bertaggia**, IDC's European Human Resources director who is based at IDC's Milan, Italy office, will see her design on the front of IDC's holiday card. In addition, Denise received an American Express Gift Cheque for $250. Second place winner Lauren Gillott, age 5, daughter of **Iain Gillott**, group VP, Worldwide Consumer and Small Business Telecommunications, IDC Texas, and third place winner Rachel Sullivan, age 11, daughter of **Mark Sullivan**, chief financial officer, IDC Framingham, received $100 and $50 Toys R Us gift certificates, respectively.

Marchi

Bertaggia

The card will be sent to some 4,600 IDC customers in the U.S., and the artwork was also posted to the company's intranet for use by any international IDC office.

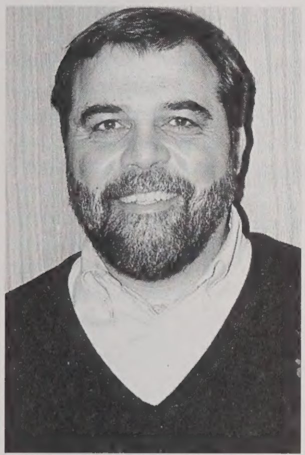
According to IDC Corporate Communications Manager **Hillary DeMello**, the idea for the contest came about this summer as members of IDC's branding committee, which, in addition to DeMello includes IDC COO **Vicki Brown**, VP Worldwide Marketing **MaryAnne Sinville** and VP, U.S. Conference Group **Elisa van Dam**, were brainstorming ways to communicate the IDC brand to customers and employees alike. Feedback from employees has been overwhelmingly positive, said DeMello, who noted that customers should begin seeing the cards this week.

Other IDC employees involved in the project included Creative Services Manager **Todd Mitchell** and Director, Marketing Services **Debra Brown**, who assisted with card layout and printing support, and Marketing Assistant **Mary Holland**, who undertook the enormous task of addressing the cards, and **Mark Hall**, director, systems and support, and **Bob Richards**, application development specialist, who created the mailing list from the IDC customer database.

executive Q and A

Frank Cutitta

IDG's senior vice president, Corporate Accounts, is this week's guest columnist. He may be reached at frank_cutitta@idg.com.



IDG Corporate Accounts at-a-glance

Established 1999

Mission Develop incremental global programs using the combined resources of all IDG divisions worldwide. We operate as part of IDG headquarters in that we represent and communicate the totality of IDG worldwide and not just a single division or operating unit.

Locations Framingham, Mass., Stamford, Conn., San Francisco

Employees IDG Senior Vice President **Frank Cutitta**, IDG Vice President **Jeff Bodenmann**, IDG Vice President **Ginny Pohlman**, Operations Manager/Assistant to the SVP **Gail Edgett**, Global Accounts Manager **Maureen Rondeau**, Global Accounts Analyst **Christy Berger**, Operation Manager **Nancy Dixon**.

Most recent accomplishment Over $15 million in incremental business in FY2000

Goals for FY01 Surpass the FY2000 goal but in doing so broaden the scope of incremental global revenue across more IDG divisions.

Q How does Corporate Accounts work with IDG Global Solutions and IDG Communications?

A We are typically called in by these groups as a resource for negotiating global contracts or developing pan-IDG 'big ideas" that have a decentralized global execution but a heavy worldwide headquarters influence. However, since becoming an IDG corporate services group, our role has quickly expanded well beyond print and online media groups. In fact, recently we have been spending a large proportion of our time on IDC, Hungry Minds [formerly IDG Books] and expo-related projects so that we can better understand and apply the tremendous opportunities that these divisions have to offer.

Our objective is to become 1) a clearinghouse for IDG global best practices and 2) a means of cross-pollinating and communicating these practices internally and externally.

Q How do you feel IDG is positioned today in terms of IT ad sales market strength globally, and what are our challenges ahead?

A I think IDG has never had more flexibility in mirroring its clients' global organizational structures than it does today. Whether a client has a totally centralized, decentralized or a hybrid structure – or headquarters, regional or local influence – we have an IDG organization that can communicate directly at that level. With the dismantling of Ziff and CMP's international divisions over the past two years I've never sensed a greater client dependence on IDG for integrated and truly global solutions than there is today.

Our challenge is to not become complacent and to better understand who the new competition is. In my travels to the headquarters of many of our top global customers over the past year it is strikingly evident that IDG is the only company in our category put on a pedestal with the likes of Time Warner, News Corp and Dow Jones as global media partners. While this is very flattering, the depth and variety of resources these media juggernauts bring to the table will require us to find ways to develop programs that reflect that IDG is much larger than the sum of its decentralized parts.

Developing creative ways of competing against, and in some cases tactically partnering with these media companies (for example CNN) is becoming a major part of the IDG Corporate Accounts remit.

Q How does IDG use its international experience to assist clients?

A While it may sound counterintuitive, we've been able to garner tremendous credibility by sharing the mistakes we've made and obstacles we've overcome in launching and expanding operations around the world. Clients respect success stories, but they expect them from vendors. International marketeers are a bit more war-torn and skeptical. Their skill sets and professional growth are based on learning how to put out a variety of fires around the world caused by underestimation of culture or market conditions. I think anyone who's had the pleasure of joining Pat [McGovern] while he's describing to a client the more humbling experiences of being the first to launch in China, the former Soviet Union or Vietnam knows the educational and empathic power of this message.

Q You've done many presentations inside and outside IDG on cross-cultural marketing and advertising. What are some considerations that marketers need to keep in mind as they're building a global campaign?

A 1. Never underestimate how little you know about your own "home" culture and how this distorts your perceptions of other cultures. Take time to study your country as a "distant culture" before trying to understand others.

2. There is no more valuable yet no more frequently overlooked resource on an international advertising campaign than the end-user or customer in that country.

3. As of September 2000, more than 51% of the people on the Web are non-English speaking. Fourteen percent speak an Asian language. Develop an English-only site at your own peril.

4. As a result of the Web we have moved from an era of focus groups to one of usability groups. Let these in-country test groups interact with the site and find flaws in interface and localization before the real customers do. Launching first and testing later is a recipe for disaster.

5. The best global brand advertising is developed in such a way that it has a "global chassis but a local body."

Trivia item: Why is Ansett Airlines significant? One additional Q&A that details Cutitta's travel-related "art collection" may be found on IDG World Update Online (www.idgworldupdate.com).

IDG New Zealand earns rave reviews at MPA Awards

IDG New Zealand's publications distinguished themselves at the country's recent MPA Awards, with IDG.net (www.idg.net.nz) taking top honors in the Magazine Web site category, and *Unlimited* magazine winning both Best Publication and Best Editor in the business and professional category. Always a prestigious event, this year's award ceremony featured a special guest, New Zealand Prime Minister Helen Clark.

A subset of the Unlimited team celebrates receiving the New Zealand Magazine Awards Magazine of the Year (Business/Professional) Award for the second year running. (L-R): ***Megan Colquhoun****, art director;* ***Paul Brislen****, editorial contributor;* ***Rachel Rogan****, chief sub-editor;* ***Marcel Tromp****, photographer and editorial illustrator;* ***Alec Brown****, business manager;* ***Nikki Mandow****, deputy editor; Helen Clark, prime minister of New Zealand;* ***Mike Oughton****, advertising manager;* ***Natalie Winter****, designer.*

The judges in the Web site category said that of the sites they assessed, IDGNet "was the most suited to the Internet environment," and was the one that "got" the philosophy of producing information for the Internet. "The amount of information available on the site was the most comprehensive," they said.

Unlimited, which last year was awarded Best New Launch, and best Editor in its category, won again this year in the business and professional category. *Unlimited* Editor **Vincent Heeringa** was named Editor of the Year for a second year running, and **Megan Colquoun** and **Natalie Winter** were judged Magazine Designers of the Year in the same category.

The judges said *Unlimited* was "breathing life back into business publishing,"and that as "a clear winner in a very competitive category the magazine performed to the highest level against all criteria." They praised Heeringa's "innovative approach" as editor, which they said made *Unlimited* "more personally relevant than most other business magazines."

Unlimited was also a finalist in the Magazine Cover of the Year category and Advertising Manager **Mike Oughton** was a finalist in Sales Executive of the Year. Associate Publisher **Bob Pinchin** was a finalist in the Magazine Publisher/Publishing Executive of the Year category.

New Zealand's easy internet guide
netnow.co.nz
net.
MAGAZINE
FREE CD
BROWSING TIPS FOR NET BEGINNERS
Rob Waddell does web design
BEATING JUNKMAIL
Christmas shopping online
How it works, step by step
Your privacy & security questions answered
WIN!
a JetStream fast internet Account, Iomega MP3 player, FUJIFILM digital camera, Compaq IPAQ, Internet Swatches! Pg 65

Net Magazine

continued from page 1

cal, readable and entertaining."

The new magazine, which will have an initial distribution of 30,000, builds on the success of IDG's earlier single-issue publication *Net Beginner,* which sold out across the country earlier in the year. *Net Beginner* will continue as a stand-alone publication published once every six months, according to Keall. "It's an A-Z guide for those going online for the first time or still feeling their way, but it's not a publication for which we anticipate repeat sales."

Among many messages of thanks from satisfied readers of *Net Beginner*, this one is representative of the reader need for *Net Magazine*, Keall said:

"I got on the 'net four months ago and, with no previous experience, set out to learn the hard way. Got help from friends, books and Help menus but gave up buying computer magazines as the techno-jargon was way over my head. But there was so much more I needed to know and could not get information at my level. I stumbled on the last copy of *Net Beginner* in a local store and what a relief! I have read every single word and it has been wonderful to feel comfortable with the language, and it has given me the courage to try new things."

"Each month *Net Magazine* will focus on a specific project — creating a personal Web site, handling personal finances online, etc.," Keall said. These extended "here's how" guides will be written in plain English and offer plenty of step-by-step advice and infographics. *Net Beginner* special sections will also feature "Extra-for-experts"and components that are designed to appeal to a broad range of users.

In addition, each issue will feature:

- Product reviews: the latest hardware, software and Internet services.
- News, site reviews, columns (including an e-commerce section for small business).
- An ISP directory.

A companion Web site (www.newnow.co.nz) launched late last month and will complement the magazine's here's-how focus, featuring:

- Online tutorials and back-issue content
- A *Net Magazine* search engine
- A *Net Magazine* online help forum
- Daily news
- Freeware and shareware downloads

Net Magazine joins the company's lineup of offerings including *PC World*, *Computerworld*, *Unlimited*, *CIO New Zealand*, *Reseller News* and the supersite IDGNet (www.idg.net.nz).

For more information, contact Chris Keall at chris_keall@idg.co.nz.

Event Operations Specialist (CW)
In this position, you will be responsible for key event operations functions such as sponsor and exhibitor materials and customer service, venue selection, housing and transportation support, expo operations, on-site event suppliers and hotel coordination. These responsibilities will apply to at least four events per year. Qualified candidates will possess strong organizational and computer skills, prior experience in a structured events environment, the ability to juggle multiple tasks in a time-sensitive and fast paced environment. A strong customer service ethic must be demonstrated as well. This position is part of a fast-growing and highly successful team environment.
Location: Framingham MA
Contact: P. Sheer, Fax: 508-879-3760, Phone: 508-820-8162, Email: jobs@computerworld.com

Ad Sales Assistant (CXO)
CXO Media is looking for a high energy individual to provide sales support to the Framingham, MA sales team. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's. Ideal candidates have a customer service orientation and thrive in a fast pace environment, strong writing skills and attention to detail, excellent multi-tasking skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 1-3 years business experience. *Location: Framingham MA*
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-988-6832, Email: christine_moloney@idg.com

Administrative Assistant-Accounting (HM)
Reporting to the AVP of Accounting Services, the Administrative Assistant will provide assistance with the preparation and assembly of scheduled report distributions, deliver daily sales reporting materials, maintain department master schedule, and schedule meetings, department gatherings and make travel arrangements. Other duties include ordering/cancelling corporate AMEX and AT&T cards and act as account administrator; send requests for stop payments, wires, etc., to wells Fargo on-line; administer petty cash box and petty cash checking account; send miscellaneous checks to lockbox daily and maintain file of checks sent; filing, faxing, photocopying, collating, assembling and distributing documents as needed; order supplies as needed and maintain supply stocks, submit supply invoices for payment; and prepare AFE's (Authorization For Expense form) and invoices for processing. Previous office experience necessary and working knowledge of Word, Excel, and Powerpoint required. Some knowledge of Accounting or Finance helpful but not required.
Location: Indianapolis IN
Contact: C. Secrist, Fax: 317-572-4001, Phone: , Email: csecrist@hungryminds.com

Licensing Coordinator (Legal) (HM)
The Licensing Coordinator position is responsible for generating permission agreements and coordinating and administering internal and external requests for the fee-based and no fee licensing of HM's intellectual property. This position is also responsible for managing the agency relationship with Copyright Clearance Center for reproduction of HM materials requests. Candidate should have 1-2 years' general administrative experience, preferably within a corporate setting, legal department a plus. Excellent organizational and communication skills. Ability to efficiently manage multiple tasks simultaneously with great attention to detail. Ability to communicate with all levels of staff, customers, vendors, and licensees. Ability to maintain strict confidentiality. Familiarity with MS Word, Access and Exchange required. *Location: Foster City CA*
Contact: C. Yam, Fax: 650-653-7513, Email: cajobs@hungryminds.com

Contracts Specialist (HM)
The Contracts Specialist position is responsible for generating boilerplate contracts, creating contract templates, administering and maintaining the contract database(s), and providing general contract administrative support as necessary to the Legal Services Department. Candidate should have 2+ years' contract administration experience, preferably within a corporate setting, legal department a plus. Excellent organizational and communication skills. Ability to efficiently manage multiple tasks simultaneously with great attention to detail. Ability to communicate with all levels of staff, customers, vendors, and licensees. Ability to maintain strict confidentiality. Familiarity with MS Word, Excel, Access, and Exchange required. *Location: Foster City CA*
Contact: C. Yam, Fax: 650-653-7513, Email: cajobs@hungryminds.com

Benefits Specialist (IDC)
IDC's Human Resources department is currently looking for a Benefits Specialist to be responsible for managing the various benefits programs and communicating the information to employees. Specific projects include conducting weekly company orientations, coordinating enrollments for all benefits, managing the new PTO (personal time off) policy and tracking system, administering the relocation program, leading the immigration visa process and conducting competitive analysis to research new benefit trends. Additional responsibilities include assisting with the Perks@Work and the Reward and Recognition programs, managing the Global Fellowship program, updating organizational charts and developing infrastructure to allow effective roll-outs of complex company-wide programs (Performance Reviews, Salary Planning, and Employee Survey). The ideal candidate will have a BS or equivalent with 3-5 years related HR experience, preferably with some exposure to Benefits Administration. Candidate should also have a strong attention to detail, be well organized, have good interpersonal and customer service skills and be able to maintain the high confidential nature of human resources work. Occasional travel may be required. *Location: Framingham MA*
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Intern, Communications (IDC)
The Communications intern position works with the following IDC services: Enterprise Networking and WW LAN Switch Quarterly view. A key portion of the work will be helping to build and expand the quarterly LAN Switch database, which includes quarterly data gathering and input. Other responsibilities include contributing to the research and writing of profiles on key networking companies. Knowledge of Microsoft Word, Excel, and Access. *Location: Framingham MA*
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Intern, Contract Manufacturing Services (IDC)
The intern will initially be focused on developing a database of contract manufacturers, investigating each vendor and reporting on a variety of attributes such as financials manufacturing efficiency, clientele, and many others. Vendor profiles will come out of this information with which the candidate could possibly help. *Location: Framingham MA*
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Intern, Peripherals (IDC)

Forget I-banking and consulting... High technology is the driving force behind the New Economy and where all the opportunity is. Join IDC and become a part of that! IDC is a leading market research firm that specializes in delivering research to the high tech market. IDC's Peripherals Group is looking for an intern to write newsletters, conduct research for top clients, and to support the group. This internship will support IDC analysts and clients. It will involve conducting market research through Web searches, and through discussions with IDC analysts and industry contacts. Candidates will write a newsletter of industry events. Solid writing skills are necessary. Knowledge and interest in computer industry a plus. PC knowledge essential. Strong communication skills a plus. Must have a car. If you are interested in high technology, IDC is a great place to start. IDC and its research are renowned and respected throughout the high tech industry. This internship is a great way to get your feet wet, immerse yourself in the high-tech community, and build your contacts in this fast-paced and exciting market. *Location: Framingham MA*

Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Manager of US Infrastructure (IDC)

As US Infrastructure Manager this position is responsible for providing both the leadership and accountability for the overall success of the Information Systems architecture in the US as it interfaces with IDC's global IT strategy. This high-level role requires an in-depth understanding of both technology and of the body of knowledge surrounding project management and team building. Reporting to the Director of Systems and Services, the position will directly manage a staff of system administrators and engineers. Management Requirements: Candidates should possess the ability to understand key business strategies and drive technology changes within the IT organization. Must have strong project management skills and experience. Formal education in project management methodologies is preferred. Must be a strong champion for building a process-driven organization. Technical Requirements: Qualified candidates should have a minimum of 10 years systems administration and/or engineering experience. The candidate should be very knowledgeable about network concepts and technology including TCP/IP protocols, routing, LAN and WAN technologies, etc. Working knowledge of Directory Services (NDS), LDAP, SUN Solaris, Oracle and Lotus Notes are highly desirable. Other Requirements: Candidates should be detail-oriented, have very strong analytical and troubleshooting skills, strong communication / documentation skills and a passion for excellent service. Candidates should be knowledgeable of fundamental operations concepts such as change control, systems documentation and problem ownership. The ability to build and work productively in a team environment is essential. *Location: Framingham MA*

Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Marketing Specialist, Software Research Group (IDC)

The Software Research Group has a full time position for a Marketing Specialist. We are seeking an independent self-starter who will be responsible for promotional writing, logistics for executing monthly marketing campaigns, tracking success/failure of campaigns, internal communication to analysts and sales. This person will also assist with creation of marketing collateral, sales tools and web site content. The position will interface with marketing, analysts and sales teams to execute targeted marketing campaigns. The ideal candidate must be organized, creative, independent and capable of working on several different projects simultaneously. 1-2 years of marketing experience including promotional writing, creative visualization and marketing communications is desired. Familiarity with Microsoft Office products is essential and knowledge of graphic programs is suggested. *Location: Framingham MA*

Contact: D. Leone, Fax: 508-935-4432, Phone: 508-988-6866, Email: dleone@idc.com

Target Marketing Leads Coordinator (IDC)

The Software Research Group has a full time position for a Target Marketing Leads Coordinator. We are seeking an independent self-starter to be in charge of maintaining and growing our targeted software prospect database. This person will handle list coordination for targeted marketing campaigns, research new prospects in certain target areas, and work with list brokers for new outside targeted lists to help create new sales opportunities. The position requires one to one interface with analysts and sales teams regarding current prospects and new leads and will work closely with marketing to execute targeted marketing campaigns. The ideal candidate must be organized, inquisitive, detail-oriented and capable of working with different sources of data, including the Internet. Professional telephone and communication skills a must. Familiarity with Microsoft Excel is essential, while familiarity with Microsoft Word, ACT for Notes, and company profile research databases is helpful. This is a great opportunity for someone to gain exposure to both the marketing and sales within the IT industry. *Location: Framingham MA*

Contact: D. Leone, Fax: 508-935-4432, Phone: 508-988-6866, Email: dleone@idc.com

Online Advertising Coordinator (IDG Comm)

IDG Communications is looking for an Online Advertising Coordinator in the San Francisco office. Reporting into the Production Manager, the main responsibilities for this position include trafficking all advertising campaigns for various IDG websites, Q/A of all rich media, and communicating regularly with sales staff, advertising agencies, and clients regarding all aspects of campaign. This position requires strong organization skills, the ability to work with deadlines, and strong communication skills for both sales and client interaction. *Location: San Francisco CA*

Contact: L. Hwang, Fax: , Email: linda_hwang@idg.com

Compensation Associate (IDG/CSG)

IDG Corporate HR is looking for a Compensation Associate to provide project support to the Corporate Compensation Department. Principal duties and responsibilities will include: assisting with the preparation and maintenance of executive compensation plans, assisting with the annual salary planning process, collecting and preparing data for compensation survey input and internal market data summaries, conducting market research on new or existing positions, preparing and tracking monthly stock option grant paperwork for various IDG subsidiaries, assisting with the preparation and tracking of the Corporate HR budget, providing day to day administrative and project assistance to the VP of Corporate HR, organizing and maintaining personnel files for Business Unit presidents and participating in various compensation projects, as needed. BS/BA or equivalent work experience. 1-2 years of business experience in a similar capacity with an emphasis on customer service preferred. Strong analytical and organizational skills, attention to detail, and the ability to handle confidential information. Candidate must have proven experience using spreadsheet and word processing software (Microsoft Office), and some exposure to report writing and/or database systems.

Location: Framingham MA

Contact: J. Carty, Fax: 508-935-4600, Phone: 508-935-4480, Email: jennifer_carty@idg.com

Assistant to the VP of Events (IDG/WEC)

IDG World Expo is seeking an Assistant to the Vice President of Events. Responsibilities will include general administrative support including preparation of presentations, coordinating travel and expense reports, handling all incoming calls, coordinating and scheduling meetings and taking meeting notes, sorting and distributing mail. The candidate must be extremely organized and possess time management skills. Some travel required. *Location: Framingham MA*

Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

Director of Operations (IDG/WEC)
The Director of Operations is responsible for the day-to-day management and strategic planning of the Operations Department, and the successful logistical execution of all World Expo events. Duties include overseeing the selection and management of service providers, vendors and official event contractors, as well as supervising off-line and on-line, pre-show, on-site and post-show support and services to event exhibitors, sponsors, attendees and other event constituents. Experienced managerial skills required to lead, direct and mentor a staff of eight operations professionals, and travel to events is expected. Candidates must have a minimum of 7 - 8 years experience in the tradeshow business or related field. Knowledge of Microsoft Office software recommended.
Location: Framingham MA
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

Electronic Marketing Manager (IDG/WEC)
IDG World Expo is seeking an Electronic Marketing Manager to create, manage and maintain a web site for each show and corporate IDG World Expo, which will primarily contribute to the increase of conference and exhibit only attendance as well as support sales through various selling tools and enhancements. Other responsibilities include, liaison between web hosting company, creative agency and IDG World Expo; maintain CorporateBranding; creative direction, navigation and management of content; vendor management and reconciliation. The Electronic Marketing Manager (EMM) will manage all outside web vendors and establish relationships to ensure the best quality of work within a designated time frame and budget. A working knowledge of web design, and copy editing skills are required. *Location: Framingham MA*
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

Media Buyer (IDG/WEC)
IDG World Expo is looking for a Media Buyer in their Marketing Department. The Media Buyer's primary goals are to propose, develop and negotiate media trades utilizing various vehicles and marketing opportunities for each one of IDG World Expo's tradeshows. Other responsibilities include managing relationships with media sponsors, evaluate trade prospects and their application across all shows and develop cooperative trade programs yielding in increased attendance. A working knowledge of direct marketing, advertising, print and broadcast buying and budgetary skills are required. The Media Buyer will work closely with the marketing coordinators to make sure all elements of each trade are carried through. Strong organizational, negotiating and telesales skills are needed. Working knowledge of print and web production and the printing process helpful. Ability to travel required. *Location: Framingham MA*
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

Associate News Editor (IFW)
InfoWorld is seeking a motivated, organized individual to manage a team of four reporters and lead coverage of enterprise information technology. In conjunction with other editors, the associate news editor manages coverage of breaking news stories for the web site, www.infoworld.com. The editor will works with reporters to develop and edit news analysis and trend stories for the weekly publication, as well as regular features. Successful candidate will have a solid knowledge of the IT industry and a keen interest in how IT can be used in business. Good communication skills a must, and management experience preferred. Minimum of 5 years experience in journalism required.
Location: Boston MA
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Editor, InfoWorld.com (IFW)
This individual must possess a minimum of 10 years of management experience and a deep knowledge of online editorial operations needed to run major resource for IT professionals. Ability to identify potential content partners and work closely with the technology infrastructure team is a major requirement. Ideal candidate would have a strong IT background. *Location: San Mateo CA*
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Features Editor (IFW)
InfoWorld is seeking a motivated, organized individual to develop, assign and edit features for its weekly publication and Web site. The Features Editor will be responsible for building an editorial calendar, generating feature story ideas and assigning stories to members of the news department and dedicated features writers. The individual will be responsible for editing copy for content, organization, style and completeness, and work with art department to create a visually compelling package. Successful candidate will have a broad knowledge of the IT industry and ebusiness, and five years experience in IT journalism. *Location: San Mateo CA*
Contact: S. McDaniel, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Copy Chief (ITworld)
ITworld.com is looking for a Copy Chief with at least 5 years of copyediting experience to head a three-person desk. We are looking for a polymath unintimidated by technical material, assertive editors, or tight deadlines. The position involves plenty of standard copyediting for grammar, usage, and style as well as for logic and tone. It requires judgment, a sense of when to recast a sentence and when to let it be. And it requires efficiency and well-honed communication skills. A working knowledge of the Chicago Manual of Style and AP Stylebook is a must; familiarity with computer technology and the IT industry would be helpful. Our Web-only operation comprises four sites: ITworld.com, JavaWorld, LinuxWorld.com, and SunWorld. *Location: San Francisco CA*
Contact: J. Davidson, Fax: 508-303-9788, Phone: 508-269-2964, Email: jobs@ITworld.com

Content Import Web Producer (ITworld)
Reporting to the Web Production Manager, the Content Import Web Producer is responsible for the daily production of articles for publication on the ITworld.com site. The Content Import Web Producer works closely with the Editorial department to select, retrieve and produce articles. In addition, the Content Import Web Producer will provide backup to the other web producers and will assume responsibility for other production projects as needed and as workload permits. The successful candidate for this position will have a good working knowledge of HTML, editing tools, and production processes. Familiarity with Databases and XML a plus. This person must be organized, attentive to detail, and a team player. *Location: Southborough MA*
Contact: J. Davidson, Fax: 508-303-9788, Phone: 508-269-2964, Email: jobs@ITworld.com

IDC featured on Silicon Valley Profiles television show

MALCOLM MACLACHLAN
Senior Analyst Media e-Commerce

Senior Analyst ***Malcolm Maclachlan*** *(above) was one of the IDC employees interviewed on Silicon Valley Profiles. The segment also featured Senior Vice President, Communications and Internet Research* ***Gigi Wang****, Sales Director* ***Steven Phillips****, Senior Vice President, Hardware Research* ***Crawford Del Prete****, Chief Research Officer* ***John Gantz*** *and Product Marketing Manager, Worldwide Quarterly PC Tracker* ***Kathy Nagamine****.*

IDC's ongoing branding campaign has received a high-visibility boost through the company's participation on Silicon Valley Profiles, a television series that follows the popular Silicon Valley Business Report on KICU-TV (Ch. 36) in the San Francisco area.

IDC's 3 1/2 minute segment portrays IDC's business focus, culture, work environment and diversity. Filmed in September, the segment shows employees at work in the Mountain View, Calif., office, and scenes from IDC's Internet Executive Forum. It concludes with the employee comment, "We help companies analyze the future" and a closeup of IDC's "Analyze the Future" tagline.

Manager of Recruitment **Eleanor Storch** and Vice President Worldwide Marketing **MaryAnne Sinville** orchestrated the scripting and filming with KICU-TV in conjunction with IDC's agency, Bravo! Marketing.

The main motivation for making the segment was to increase exposure in a primary market as well as use the video as a recruitment tool. "It provided us an incredibly cost-effective way to get professional video footage," Sinville said. The tape will be used at recruitment events and will be shown in the lobby waiting room at 5 Speen Street in Framingham, Mass., and some portions will be incorporated into the IDC corporate video.

The show has aired at 10:30 p.m. on Sundays beginning Nov. 5 and concludes on Dec. 10. For more information contact MaryAnne Sinville at msinville@idc.com. WU

PC-WELT

continued from page 1

site (www.pcwelt.de). In the online questionnaire each panelist gives every advertisement an overall rating on a scale from 1 (very good) to 6 (very bad) and then rates it on the remaining criteria.

Welcoming guests to PC-WELT's ad of the year ceremony are (from left): ***Christiane Dreisbusch****, PC-WELT ad sales assistant;* ***Kristin Hoof****, marketing sales, PC-WELT, Macwelt, GameStar;* ***Ariane Krensing****, sales, PC-WELT, Macwelt, GameStar;* ***Penny Gagl****, editorial assistant Macwelt;* ***Susanne Winkler****, ad sales assistant PC-WELT;* ***Sabine Bunning****, ad sales assistant PC-WELT.*

Advertisers with the month's No. 1 overall ad receive an award, which is either mailed to them or delivered by their *PC-WELT* sales representative.

"One of my favorite monthly tasks is to inform the winning client that their ad has been selected the ad of the month, said **Reinhard Baum**, *PC-WELT* sales representative. "The award has achieved a prominent standing within the IT sector in Germany, and to receive one is an important goal for our clients and their creative agencies, as it confirms through an authentic panel of readers that their advertising campaign has worked."

PC-WELT also runs each month's 12 winning ads in a monthly newsletter that goes to its advertisers. (To see the most recent newsletter go to http://www.pcwelt.de/media/Newsletter/NL_10_00.pdf.)

At the end of the 12-month cycle, the ad with the best overall results is named Computer Ad of the Year.

"[The ad panel] provides advertisers with information about their ads in a variety of criteria," said *PC-WELT* Marketing Manager **Katja Kleffmann**. "They can then use this information to improve their ads."

Kleffmann noted that the ad panel and advertiser newsletter are just two of several additional free services *PC-WELT* offers its advertisers. Others include brand-awareness studies, German market and media studies, and awards for winning products tested in the *PC-WELT* test center.

After promoting the evening in the monthly *PC-WELT* advertiser newsletter, on the *PC-WELT* Web site and via invitation, the magazine saw more than 600 high-level guests — 200 more than originally planned for — from more than 400 high-tech firms and ad agencies turn out for the award presentation. The event, taglined "It's not magic, it's advertising at its best" was hosted by German TV personality Arabella Kiesbauer, with entertainment provided by illusionist Hans Klok. "They were the stars of the evening, and our customers love to get the awards from people they normally just see on TV," Kleffmann said.

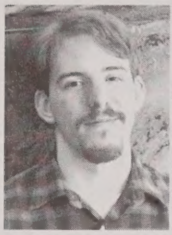
Awards were also given this year to special inserts, non-endemic ads and, for the first time, to the best dot-com print ad.

For more information contact Katja Kleffmann at kkleffmann@idgmagazine.de. For information on the similar reader ad surveys IDG Switzerland and IDG Poland have run, contact IDG Switzerland Managing Director **Gebhard Osterwalder** at gebhard_osterwalder@idg.ch or IDG Poland Managing Director **Kazimierz Szot** at kazimierz_szot@idg.com.pl.

WU

noteworthy people

van Dam


IDG WORLD UPDATE

Dahl

MICHAEL HOWE

Anirud

MICHAEL HOWE

Surtees

MICHAEL HOWE

Ambrose

IDG WORLD UPDATE

King

Promotions

IDC Director of Conferences and Events **Elisa van Dam** has been promoted to vice president, U.S. Conference Group. "In the first two years of activity as Director of IDC's U.S. Conference Group, Elisa was able to establish a solid and successful presence in the U.S. IT Conference market, creating significant new revenue and profits streams for IDC and developing strong cooperation and synergies with Sales, our Research Groups and the Worldwide IDC Conference team," said **Roberto Masiero**, president, IDC Europe. "This cooperation resulted in the smashing success of the IDC ASP Forums, as well as in a number of new projects that will more than double the number of events that we plan to launch in the US in FY01. Furthermore Elisa was able to build a cohesive, effective Conference team that will enable us to sustain the major development of the activities that we plan for the next year."

Eric Dahl, *PC World* staff editor, features, has been promoted to associate editor, features. "Eric...tackles feature stories with great gusto and skill," said *PCW* Senior Associate Editor, Features **Aoife McEvoy**. "He has managed challenging stories, and they've emerged as highly readable packages complete with tips galore and lots of buying advice when needed. Several months ago he took over our monthly Upgrade Guide, and he's also written lots of authoritative pieces for News, New Products, and other feature stories. Plus, he attended Comdex — and survived it."

New employees

Anthony Anirud joins IDC Canada as a senior analyst in the Solutions group, focusing on Internet research. He was previously a senior analyst at ICM Global Intelligence and holds a B.A. in international relations from the University of Guelph in Guelph, Ontario, and a bachelor's degree in environmental science from the University of Waterloo in Waterloo, Ontario. In his free time he enjoys playing tennis and keyboard.

IDC Canada has hired **Lawrence Surtees** as a senior analyst in the Products group, focusing on Telecom, with additional involvement in the Internet area. Prior to joining IDC, he was the telecom reporter for Canada's national newspaper *The Globe and Mail* and is the author of *Pa Bell* and *Wire Wars*, two well-regarded books on the Canadian telecom industry. He earned an honors B.A. in political science from the University of Toronto and a journalism M.A. from the University of Western Ontario. He enjoys hiking, collecting books, photography and Mayan archeology.

Research Analyst **Greg Ambrose** joins IDC Canada's Research Group and will be responsible for the Server Tracker. He was previously director of marketing at Consumer Contact and has worked in market research since he was seven (his father owns a market research company). He holds a B.A. with honors in philosophy from McGill University in Montreal and an M.B.A. from the University of Toronto. Away from his desk he enjoys reading and sports.

Michele Keller joins Standard Media International as deputy newsletter editor. Previously an editor with Pets.com, she holds a B.A. in English from the University of California/Los Angeles and an M.S. in journalism from Columbia University in New York City. Away from the office she likes hiking and cooking.

Karla Kollerbohm joins Standard Media International as a benefits specialist, coming from Bebe Stores, Inc. where she was a benefits coordinator. She earned two B.A.'s from Occidental College in Los Angeles, one in English and comparative literature studies and one in Spanish literature. She is an ardent movie buff.

A recent graduate of the State University of New York at Buffalo with an M.B.A. in corporate financial management and international management, **Chun-Chin (Cara) Lin** has been hired by Standard Media International as a financial analyst. Away from the spreadsheets she enjoys playing the piano and rollerblading.

Ani Thompkins joins Standard Media International as product coordinator of The Intelligence Store. She was previously in customer relations with the now-defunct online boutique Violet. She holds a B.F.A. in painting from the San Francisco Art Institute and enjoys golf, hiking and reading.

Previously international editor for TheStreet.com, **Andrew Morse** joins Standard Media International as a senior writer. He holds a B.S. in mass communications from Boston University and an M.A. in Pacific international affairs from the University of California/San Diego. A hard-core surfer ("I've surfed when there's snow on the ground"), he also enjoys reading and working out.

Previously a customer service representative with Backflip.com, **Tamara Block** is now a product associate with the Standard Media International. She graduated from the University of Oregon with a B.S. in psychology and enjoys black-and-white photography and hiking.

Transfers

Steve King moves from the East Coast to the West and from *CIO*, where he was copy chief, to *The Industry Standard*, where he is deputy managing editor. A graduate of Boston's Northeastern University, he holds a B.A. in journalism. Away from the office he likes to ski and run.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Claudiney Santos *IDG Brazil*
Diane Utano *IDG*

19

Michael Masters *CXO Media*

18

Steven Brown *InfoWorld*

17

Birgit Götz *IDG Germany*

16

Klaus Uhe *IDG Germany*

13

Mary Lester *CXO Media*
Allison Stamm *IDG Research Services*

12

Mary Ann Doolin *IDG List Services*

11

Annika Svanström *IDG Sweden*

9

Kristen Kim *IDG*

8

Tina Pescaro *CXO Media*
Mihály Sipos *IDG Hungary*

6

Neal Weinberg *Network World*

5

Sandra Gittlen *Network World*
Alexander Hüls *IDG Germany*
Pavel Kraml *IDG Czech*

4

Gigi Law *IDC Hong Kong*
Ana Mora *IDG Spain*
Shigeru Nakabayashi *IDG Japan*

3

Tanya Gump *IDG*
Helio Misael *IDG Brazil*
Fumiaki Azegami *IDG Japan*
Tim Stedman *IDC U.K.*
Madzillah Azleen *Computerworld Malaysia*

2

Hans Mebius *IDG Sweden*
Lonnie Szoke *Laurentian Technomedia*

1

Jeffrey Schwartz *Network World*
Michael Guerin *Network World*
Eugene Soh *IDC Singapore*
Renata Fernandez *IDG Brazil*
Makoto Yoshimura *IDG Japan*
Carin Kjellander *IDG Sweden*
Eugene Grygo *InfoWorld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG Golf League caps fourth year of competitive fun

GOLF CLUB. (L-R): Peter Short, Jim Brown, Todd Hal, Bill Regan, John Kelley, Ken Fuller, Mike Barbato, Glenn Mosesso, Stu Needles, Bill Hall, Jim Dickson, John McCord, *and* ***Bob Reagan.*** *Also participating, but not pictured, are:* ***Bob Ainsworth, John Robinson, Kevin Burns, John Glynn, Mary-Jo Porcello, Annelise Fortier, Cyndy Jennings, Bobby Jo Bell,*** *Jeff Heather,* ***Joel Arbeitman, Cheryl Talamini, Nancy Newkirk, Tom Rohnstock,*** *Allan Grome,* ***Mark Hanson, Bob Gagnon, Chris Cuoco*** *and* ***Mike McPhee.***

While no one's yet quit to run away and join the PGA Tour, a growing group of dedicated duffers at several Framingham-based business units have organized themselves into a well-oiled golf league that now numbers over 30 members.

The IDG Golf League was established in 1997 and has been growing steadily since then. Commissioner **John Kelley**, whose day job is facilities specialist at CXO Media, and statistics coordinator **Lisa Lauze**, a bookkeeper in the Corporate Services Group, introduced several enhancements this year including a handicap system to level the playing field and a weekly statistics spreadsheet that kept players apprised of the standings.

The league met every Tuesday evening after work at Millwood Country Club in Framingham throughout the spring and summer. The match play format was approximately 16 weeks long and consisted of 11 teams. As is their tradition, the players wound up the season with a final day of golf, a cookout and an awards ceremony in late September.

Laying claim to the first place trophy this year was the team of **Mike Barbato** of CXO Media and his partner **Ken Fuller** of IDG Credit who lost only one match this season. The victory was particularly sweet for the pair, who ended their first year of competition three years ago in last place. Previous winners include: Jeff Heather, formerly of the Corporate Services Group and founder of the league, and **Glenn Mosesso** of the Corporate Services Group, 1997; **Greg Pinsky** of Computerworld and **Chris Cuoco**,CXO Media; 1998; and **Bob Ainsworth** of IDG Executive Forums and **Rick Ciliberto** of Computerworld, 1999.

Although the league is currently booked for permanent players due to time constraints for play, Kelley said they are always looking for alternates. Anyone interested may contact Kelley at 508-988-6839 or jkelley@cxo.com. WU

celebrating 10!

Name
Michael Carroll

Home
Hopkinton, Mass.

Joined IDG
March 1988 as a single copy sales manager at IDG Peterborough [N.H.].

Current title
Associate Publisher, Market Development. In this position I oversee all Custom Publishing, Consumer Advertising, Events and Marketplace for PC World.

Latest accomplishment
Producing a 32-page custom booklet for Gateway. This project had many hurdles but in the end we had a super piece, and Gateway is now distributing it around the country.

I joined IDG because
They had a sales position open, and I needed a job.

What's kept you at IDG for 10 years?
Great people, great products, very well respected company and the ESOP!

Best way someone could compliment you on your work
Buying lots of ad pages would be more than sufficient.

Interests outside the office
Golf, working out, beach, skiing and hanging out with the family.

Family
My wife Bonnie and I have three children: Jack, Jesse and Zack.

What's the most rewarding thing you've ever done?
Raising children would have to be it. As they get older and you see the results, it is definitely something to be deeply proud of, and I wouldn't give it up for the world.

Best advice you've ever been given?
95% of the things you worry about never happen.

Five people — living or dead — you'd invite to a dinner party?
My grandfather, grandmother and father-in-law, all of whom I never had a chance to meet, plus comedians Chevy Chase and Steve Martin to liven it up a little.

Your idea of a perfect day alone?
Shooting below par on 18 holes in the morning, going to the beach in the afternoon, then having a nice T-bone for dinner.

*IDG Chairman **Pat McGovern** (left) escorts PC World's **Michael Carroll** to dinner at the Ritz-Carlton in Boston in honor of his 10 years of service to the company.*

One possession you'd grab if your house were on fire?
Portable phone to call the fire department.

If you won the lottery tomorrow, you would
Quit and go directly to the "Retirement Dreams" answer.

If I could do one thing over
In high school, I wouldn't have thrown a hanging curve ball to the best hitter on the other team in a play off, who hit a homerun and won the game....ugh!

Retirement dreams?
Living on a beach but close to big mountains.

Manager's profile
"Michael embodies IDG's 'Let's try it' attitude. He's proved himself a stellar ad rep, manages *PC World*'s all-important custom publishing operation and is championing our way into the events business. Highly respected by clients and colleagues alike, Michael's dedication and enthusiasm breathes excitement into the new products *PC World* brings to market."

— *Bob Ostrow, publisher, PC World*

Online elves at work

Beginning in January, IDG World Update Online will sport a contemporary design and new features, including a "Question of the Week" poll and the option to download PDF copies of the newsletter. In the meantime, World Update Online is still available for browsing — just go to www.idgworldupdate.com or http://idgcentral.com to request a login and password.

and finally.

Israeli publisher has new address

Sivan Computer Training & Systems Co. Ltd., which publishes online versions of *Computerworld, PC World* and *Network World* in Israel, has moved to the following address:

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67016 Tel Aviv
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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

IDG World Update

11 DECEMBER 2000
VOLUME 30, NUMBER 50

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Global Web Support Center fosters synergies

Established in 1996, the Global Web Support Center has the following mandate:

- Inform IDG units worldwide of each other's achievements, successes, failures and strategies in all aspects of Web development.
- Maintain a front-end database of colleagues, functions, product lines, sites, locations and business units throughout the world.
- Provide networking and educational opportunities, via activities such as the Online Meetings, IDG Online University and through its online Discussion Forums at www.supportcenter.com.
- Report and deliver Internet-related and Web development topics, terms, tools and links as an online resource for IDG Web development.
- Share information regarding third-party Web service agreements.

Worldwide online experts flock to GWSC meeting

Attendees share challenges, strategies, solutions at three-day event

Last year IDG registered 85% of its conference attendees online, sold 400,000-plus books online, renewed more than 50% of it subscriptions online and distributed 1.1 million e-newsletters.

In October, more than 150 of IDG's online experts from around the world came to San Francisco for the Global Web Support Center's (GWSC) first North American Online Meeting to share their online registration, renewal, sales and distribution strategies and ideas, those that worked and those that didn't.

"The Web changes everything, but nothing changes," said IDG President **Kelly Conlin** on the first day of the meeting. "We still create value, provide trusted information and satisfy our customers. The medium may be new, but the principles are the same."

MORRIS EFFRON

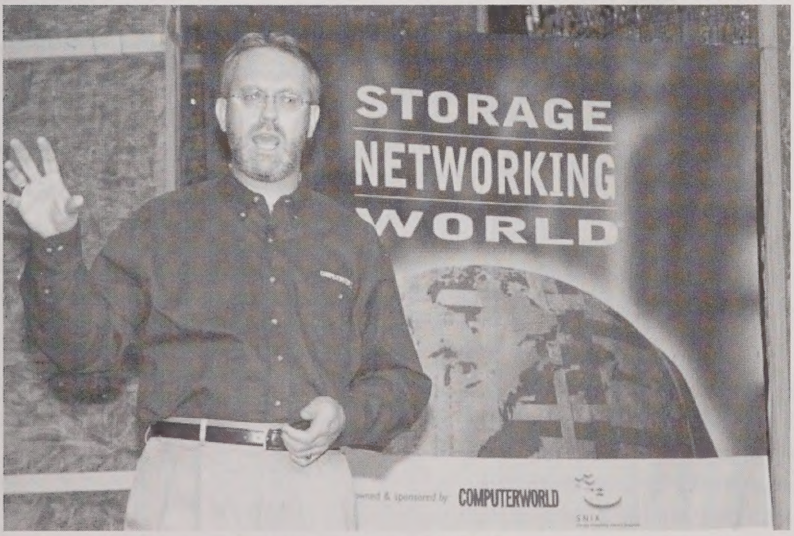
***Mary Jansen**, interactive sales manager, IDG Global Solutions (left), and **Kathleen Kotwica,** online research manager, CXO Media, at last month's GWSC meeting.*

Taking what GWSC learned from its European regional meeting in Warsaw, Poland, this past May – that people wanted to "get their hands dirty and hash out issues that challenged them by being able to discuss them with their colleagues," said GWSC Executive Editor **Lisa van der Kamp** — the three-day U.S. Online meeting was set up for IDG-product-specific general presentation sessions, ques-

continued on page 5

CW's Storage Networking World shows capacity for more growth

The third installment of Computerworld's Storage Networking World (SNW) event, held Oct. 29-Nov. 1 in Orlando, Fla., concluded with its best performance to date. Among the milestones:



*Computerworld VP/GM - Enterprise Business Solutions **Ron Milton** leads a series of automated polling system questions for IT leaders at Storage Networking World Fall 2000.*

- A 700% increase in profit from the event's launch 12 months ago.
- 1,726 registered attendees, up from 802 attendees in April and 400 at its launch in October 1999.
- 40 conference sessions.
- 65 sponsors, up from 40 at SNW April.
- $2.8 million in revenue, up from $1.2 million in revenue at SNW April.
- $400,000 in additional revenue from a 32-page custom-published Network Storage White Paper and a 32-page Storage Buyers Guide.

The storage industry is experiencing enormous growth as the amount of complex information generated by Web-based and other enterprise systems has increased. According to IDC, the storage market will tally $34.3 billion in revenue this year

continued on page 4

CIO New Zealand looks to conferences to build community

A little more than a year old, *CIO New Zealand* has moved into the conference arena, seeking to use its local influence to build a community of CIOs.

"Our principal aim is to delve into the issues these people need to understand in order to do their jobs better," said *CIO New Zealand* Editor **Don Hill**. "We were very conscious of the major projects that had crashed, (see sidebar at left) and we felt there was a need to create a forum where CIOs could talk freely among themselves and learn from one another's mistakes."

To that end, the magazine last year launched CIO Sessions, a series of free meetings every two months for local CIOs that sought to raise CIOs' profiles as a voice of authority as well as extend their understanding of their business. In October, the magazine introduced the two-day, annual CIO Conference 2000 in Auckland.

Casement

While complementary, the CIO Sessions and CIO Conference differ from the IDG New Zealand/IDC Australia-organized InTEP executive forums (see *IDG World Update*, Nov. 27, 2000). The Sessions and Conference are vendor-sponsored and open to anyone, while InTEP meetings are members-only ("more like an exclusive club," Hill said) and have no vendor sponsorships.

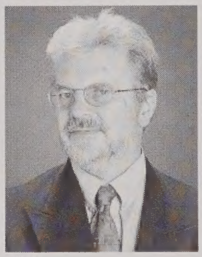
Conference organizers see their event as an opportunity to bring in notable speakers from overseas as well as from within New Zealand.

"The overseas input is significant because New Zealand is a rather isolated country, a three-hour flight from its nearest neighbor, Australia," Hill said. "The accent was on business; this was not a technical conference. *CIO New Zealand* sees its readers ultimately as business people, as strategists who focus on the business benefits computer technology can bring to their companies. Many of the sessions were about handling people, creating successful projects. We knew that everything has been done before at conferences, but here the focus was on usefulness. One lesson learned can save millions."

More than 110 people attended, most from top-level IT management, plus a few CEOs. "We use the term CIO as a catchall in New Zealand because the CIO moniker is not widely used yet – although it is becoming more fashionable since the advent of *CIO New Zealand*," Hill said.

Nearly a year in the planning – mainly by Hill, *CIO New Zealand* Business Manager **Doug Casement**, Events Coordinator **Sue McIntosh**, Events Manager **Anne Simpson** and Events Account Manager **Claire Munro** — the conference had two different streams, depending on the day, ranging from "The CIO as business leader" to "The CIO as HR leader and change manager."

As the deadline neared, organizers found additional speakers to participate. "The conference outgrew itself," Hill said. "And since we were aware that some sessions would not appeal to the entire audience, having a second stream gave them a choice of sessions."



Hill

The conference opened with a keynote address by *CIO* U.S. Publisher **Gary Beach**, whose speech was entitled "Who's afraid of the CIO?" (Beach was also present at the launch of *CIO New Zealand* the year before.) Other speakers during the two-day conference came from e-business portal firms, the New South Wales Office of Information Technology in Australia and the Royal New Zealand Navy.

There was no speaker at the dinner on the first evening. "We felt people would by sick and tired of hearing speeches by then," Hill said. "Instead we had a beer-tasting competition in which participants had to identify different brands from around the world. They could bribe the waiters or use whatever devious means they could think of to find out the brand of beer they were drinking. It was all good fun."

Attendees' responses to the post-conference questionnaire were extremely positive, Hill said. "To that extent we achieved our aim. We would have liked more people, including CEOs, but there was a lot of competition from other events at the time. The success of the conference can be attributed to the positive focus on CIOs and their concerns."

For more information contact Don Hill at don_hill@idg.co.nz or Doug Casement at doug_casement@idg.co.nz.

Failed police project provides fodder for CIO Conference

Providing an opportunity to learn from other CIOs' successes and mistakes is one of the reasons the CIO Conference was founded. According to **Don Hill**, *CIO New Zealand* editor, the one "great disaster on everyone's lips" was a New Zealand police project, known as Incis.

"Incis was an attempt to bring police information technology into the 21st century," Hill said. Police business was based on an antiquated mainframe system, and police in many outlying areas had little in the way of technology. Incis was abandoned after a great deal of work and around $NZ100 million (US$40.5 million) had been spent, mainly to upgrade computer systems. The plan was to use IBM's OS/2 operating system and Lotus Notes.

"The project became a great spending sinkhole until eventually the government started objecting. IBM was sacked from the project and various legal proceedings took place," Hill said. "For *CIO NZ*, the debacle raised many questions, particularly about project management. We featured Jeffrey Soar, the former CIO of New Zealand's national police force, at our conference. Although he came into Incis some time after it started and was not to blame for the original mistakes, he, too, became a casualty of the Incis project after the chief of police lost his job because of Incis. Incis has become a byword for projects gone wrong."

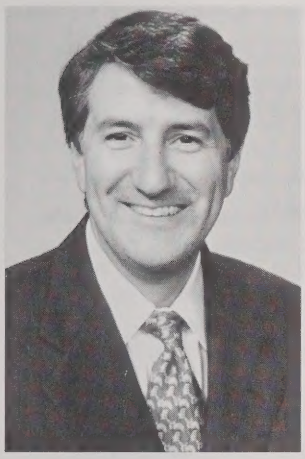
Correction

The URL for the online edition of IDG New Zealand's *Net Magazine*, reported in the Dec. 4 issue of *IDG World Update*, should be www.netnow.co.nz.

Q and A

Kelly Conlin

The president and CEO of IDG is this week's columnist.



"Although it's still quite early, IDG has made significant investment and had notable success in the broadband and streaming content space. In fact, IDG produced more Webcasts than any other IT media company last year."

***Q* How do you think broadband is going to affect IDG's publishing business, that is, will we inevitably head into the "television" business as streaming media becomes a preferred way for people to receive content?**

A There is no question that all of us are highly visually oriented when it comes to learning and information consumption, and the Internet will become an important channel for video delivery of targeted content and e-learning. According to some recent analyst reports, some 10% of all content transmitted over the Net today is streaming media. And that percentage is expected to rapidly increase as the adoption of high-speed Internet access becomes more widespread.

Our editorial teams are driven not by the medium but by the needs of their audience; IDG has approached the Internet not by segregating Internet content development but by integrating the Internet into our editorial delivery systems. Therefore, broadband simply gives our editors more opportunity to creatively deliver enhanced content that matches the need of specific communities. Although it's still quite early, IDG has made significant investment and had notable success in the broadband and streaming content space. In fact, IDG produced more Webcasts than any other IT media company last year.

To cite two examples: In the professional market, ITworld.com produced more than 100 Webcasts over the last 12 months in both custom and editorial formats. They have invested in a state-of-the-art production studio and have added dozens of 'short subject' Webcasts to their site that provide quick tutorials on key technologies and trends. In the consumer market, Hungry Minds (formerly IDG Books) offers more than 17,000 courses at hungryminds university.com — everything from Internet tutorials to digital photography courses.

It is important to note, however, that this is not television. In fact, it is a whole new media space melding full-motion video along with numerous interactive and community elements, which together create a much richer learning package than TV ever could.

Other areas of key exploration include video ad insertion and broadband content tagging and searching. On the former, we are exploring new technologies and services that mirror the functionality of DoubleClick's DART service but for streaming media instead of static Web pages. As broadband content delivery becomes a core staple of ITworld.com and other sites, the ability to dynamically and seamlessly insert video advertising, as well as have third-party measurement and verification of its delivery and viewership, will be as critical to the Web's future success as third-party ad delivery networks have been to the current generation. In the latter area, just as textual search engines have been critical to the rapid growth and utility of the Web, search engines must also now evolve to include the growing libraries of audio, video and broadband content that many sites now feature. As these technologies for cataloguing and searching become more robust, users will be able to drill down to the few seconds or so of video content that is directly related to their interests at that moment.

Of course, IDG is not only using these technologies to enhance the way we deliver content, but is developing new products *about* this technology as well. Many of our business units — from IDG Norway's introduction of a publication covering e-learning to World Expo's launch of Internet Entertainment Expo — are hard at work on developing products that help our customers understand and implement these new technologies in their companies.

***Q* I noticed that the IDG foldout brochure includes the Reed U.K. publication *Computer-Weekly*. What is IDG's relationship with Reed and why is its publication in the IDG brochure?**

A IDG is the only company that offers advertisers access to a complete global network of publications and Web sites. We currently have seven global product lines in our publishing business: *Computerworld/InfoWorld* for IT newsweeklies, *Network World* for networking weeklies, *PC World* for PC monthlies, *Macworld* for Mac-related monthlies, Channel World for channel-related titles, and our newest global product lines in *CIO* and *The Industry Standard*. In most cases, the publications in the network are wholly owned, but in some cases they join the product line through a license agreement or joint venture.

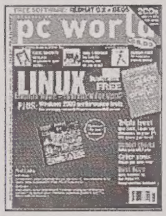
In the case of the U.K., we have wholly owned titles for the *PC World* and *Macworld* product lines, and our *Computerworld/Infoworld* product line is represented by Reed's *Computer Weekly* and the Channel World product line is represented by Reed's *Micro-scope*.

The alliance came about after Reed Elsevier and the *Computer Weekly* management team, which only publish technology titles in this one country, realized that current trends in the globalization of IT

continued on page 8

Industry Standard
MEGA DEALS

CIO
Getting to Know



Reseller News
Dataflow sinks

IDG Australia rings up more ABP Bell Awards than any publisher

Last month, IDG Australia dominated the Australian Business Publishers Association (ABP) awards program, which recognizes excellence in business and specialist publishing with the ABP Bell Awards, now in its fifth year. More than 600 print and online publications were eligible for nomination, and there were more than 250 entries. IDG led all publishers with 12 outright wins and nine Highly Commended certificates.

The Industry Standard Australia
- Best Publishers Website
- Magazine Launch of the Year

John Birmingham and Neale Morison
co-winners, Best Opinion Segment Series of the Year

Louise Weihart
Highly Commended, Best Analytical Writing of the Year

CIO
- Business Magazine of the Year
- Best Publishing Printing Project of the Year

Caron Schuman
Highly Commended, Best Single Issue Graphic Design

Sue Bushell
Best Case Studies Series of the Year

Sue Bushell, Keith Power and Tim Mendham
Best Analytical Writing of the Year

Sue Bushell, **Linda Kennedy** and Beverly Head
Best Editorial Issues Campaign of the Year

Linda Kennedy
Highly Commended, Best Opinion Segment Series of the Year

Australian PC World
- Best Specialist Magazine of the Year
- Electronic Editorial Product of the Year

Scott Mendham
Highly Commended, Best Newcomer to Journalism

Amanda Conroy, Deanne McIntosh, **Samantha Keats**, **Karen Leverington** and **Ben Gerholt**
- Highly Commended, Best Case Studies Series of the Year
- Highly Commended, Best Product Information Series of the Year
- Highly Commended, Best Analytical Writing of the Year

Australian Reseller News
Tessa Hoult
Highly Commended, Advertising Salesperson of the Year

Vivienne Fisher, Mark Jones and **Alan Hartstein**
Best Product Information Series of the Year

Computerworld
Lauren Thomsen-Moore
Best Newcomer to Journalism

COMPUTERWORLD

Storage Networking World

continued from page 1

worldwide, with the majority of sales coming from storage-area-network-ready systems. With panels and exhibits dedicated to topics such as storage interoperability and storage manageability, SNW featured IT leaders in the field who offered timely insight on storage-related business issues.

"With more than 65 sponsors, 1,726 attendees and a 40-session conference program, SNW has moved to the No. 1 position in storage conferences, ahead of Gartner Group's 16-year-old conference," said Computerworld VP/GM - Enterprise Business Solutions **Ron Milton**. "Setting the pace for the storage networking industry and establishing the dominant brand has been our goal from the outset, and we are now well-positioned to see that as a reality"

Following the opening keynote address by EMC CEO Michael Ruettgers, *Computerworld* Editor-in-Chief **Maryfran Johnson** moderated an executive industry roundtable that explored the complexities of choosing, installing and managing storage-area networks. Among the industry speakers was IDC Analyst/Research Director, Storage Systems **Robert Gray**, who spoke about network storage for the Internet.

Earlier this year Computerworld negotiated a five-year, exclusive deal with the Storage Networking Industry Association (SNIA) that includes co-ownership and production of two U.S. Storage Networking World conferences per year and a minimum of five SNIA-endorsed white papers per year.

One of the highlights of the most recent SNW was the debut of a $15-million onsite Interoperability Lab that featured 47 cooperating industry vendors. This lab marked the first time this many vendors cooperated on the demonstration of pre-standards in this hotly developing technology sector. Open to all conference attendees, the vendors showed the latest in storage technology and interoperability to simulate real-life environments. Attendees had access to presentations, diagrams and handouts as well as the chance to meet product engineers, system architects and solution implementers.

"The most important and impressive report card of SNW is the one provided by our 21 Platinum-level sponsors," noted Computerworld Director of Strategic Initiatives **Leo Leger**. "We achieved an amazing 100% renewal rate (at an increased price) for sponsorship of our next event in April."

For more information contact Ron Milton at ron_milton@computerworld.com or go to www.computerworld.com/snw.

Upcoming Storage Networking World events

The next SNW, the first to be held outside the U.S., will be held in Tokyo Jan. 22-23, 2001. The event will be produced by IDG Japan and co-sponsored by Computerworld (U.S.) and the Storage Networking Industry Association. The URL is www.idg.co.jp/expo/snw.

The next U.S. event will be April 9-11 in Palm Desert, Calif.

The Boston Globe

NOVEMBER 30, 2000

After Jump To Dot-Com, A Leap Back

By Michael Rosenwald
GLOBE STAFF

Derek Hulitzky, VP of marketing at IDG's Computerworld, worked for a dot-com for two months before returning to IDG

GLOBE STAFF PHOTO

For Derek Hulitzky, it was love at first sight.

There stood the dot-com world, glistening with its promise of innovation, the chance to build companies from the "ground floor" up and, oh, those glorious stock options.

Hulitzky could not resist. In late 1999, as employees across the country were fleeing old economy companies in droves, Hulitzky left his job as senior director of marketing with IDG, the 37-year-old, $3.1 billion Framingham company that had employed him for 17 years. Destination: dot-com.

Hulitzky, 39, won't name the company, citing privacy concerns. He will say that he quickly realized the tremendous possibilities there were just that: possibilities. He wasn't going to get rich. And the dot-com's culture wasn't better or more productive than that of his old company.

What Hulitzky did next represents the newest phenomenon of the new economy: He went back to an established old-line company - to IDG. And his former employer - like a lot of other companies that suffered dot-com defections - was waiting for him with a big hug.

"We knew it was a train wreck waiting to happen," said IDG president and CEO Kelly Conlin. "Quality of products and service were not as important as the amount of buzz created. Companies were like movie sets, and everyone was buying into it, including the people who went to work for them."

Jobs at dot-com companies have dropped almost as fast as the Nasdaq Composite index, which fell another 5 percent earlier this week. More than 31,000 jobs have disappeared since December 1999, according to Challenger, Gray and Christmas, an international outplacement firm based in Chicago. And employers like IDG are scooping up the talent that has been shaken out.

So far, there is only anecdotal information about how many dot-com workers like Hulitzky are going back to bricks-and-mortar companies, according to Joseph Daniel McCool, editor of Kennedy Information's Executive Recruiter News. McCool expects some hard numbers to emerge soon.

One thing is clear: What's happening now is a flight to quality, according to IDG's Conlin. He is nearly an expert on the subject. In 1999, IDG's turnover rate shot up 5 percent, with most employees bolting for dot-coms. But through September of this year, a quarter of the 900 new jobs at IDG were filled by dot-com refugees like Hulitzky.

Hulitzky was talked into coming back by other IDG workers, a common occurrence within the company. Conlin has no hard feelings. He says these employees were merely on sabbatical. It is a philosophy shared by companies such as PepsiCo, Gillette, and Federal Express, where human resources executives are gearing up for the return of dot-com dropouts who have, well, learned their lesson.

"It was a good experience to learn that the strength and stability of a well-established company is something that you don't want to take for granted," said Hulitzky, who was at the dot-com less than two months and is now vice president of marketing for IDG's Computerworld.

"With these dot-coms, there's an allure to them and you really can get seduced by that. It's easy for anyone to get caught up in it."

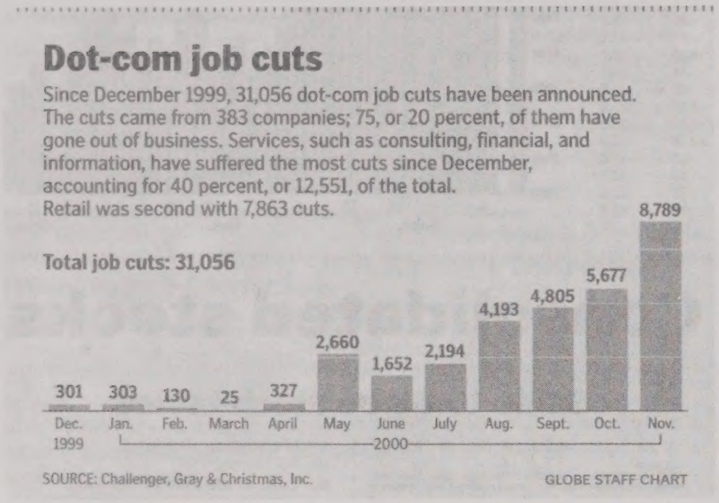
Chris Kempczinski certainly did.

After working for Procter and Gamble for four years, then attending Harvard Business School, Kempczinski joined the Boston Consulting Group. He had been there for 21/2 years in November 1999 when he got a call from a friend asking whether he wanted to be director of product management for a company called Myway.com. It was owned by CMGI Corp.

At the time, Andover-based CMGI was the center of the dot-com universe. Its stock was worth $106 a share that Nov. 1. Two months later it would shoot up to nearly $300 before a two-for-one split. The offer was tantalizing. And Kempczinski was certainly aware that his Harvard classmates were making millions at dot-coms.

So Kempczinski, now 32, jumped at the dollar signs and the chance to run an innovative company from the ground up. He said his new job was almost immediately frustrating.

Dot-com workers come full circle...



Dot-com job cuts

Since December 1999, 31,056 dot-com job cuts have been announced. The cuts came from 383 companies; 75, or 20 percent, of them have gone out of business. Services, such as consulting, financial, and information, have suffered the most cuts since December, accounting for 40 percent, or 12,551, of the total. Retail was second with 7,863 cuts.

SOURCE: Challenger, Gray & Christmas, Inc. GLOBE STAFF CHART

"It was a real seat-of-the-pants business style that was totally new to me," he said. "Analysis and data was not a central part of how the business was being managed. And I was kind of just thrown in there with no focus on developing me. Whatever the job was that day, you just did it."

Then April 2000 came around. The tech-heavy Nasdaq went south, way south. CMGI's stock began to fall. Kempczinski sensed it was time to bail out. He started thinking about companies where there could be real growth, not just market growth. He also wanted to develop his own potential.

Kempczinski's research led him to old economy companies. When a PepsiCo recruiter came after him, he was ready for a change. Now he's in Purchase, N.Y., working as director of corporate strategy for the soft-drink giant. Kempczinski, who once worked for Pepsi as a consultant, knew the business was more data driven. He also knew that the strategy would not change with every wind that blew.

Back when companies like Pepsi and IDG were born, an employee who left might never consider returning to the fold. And employers were not interested in welcoming them back. But with the tightest labor market in decades and an economy driven by talented people and their ideas, companies are keeping the door open.

"Do we hire back?" said Gretchen Swan, Gillette's director of human resources. "Absolutely."

Federal Express thinks this is one of the best recruiting opportunities in years, according to Julie Yancey, the company's director of worldwide people development in Memphis. Yancey said FedEx lost a "fair share" of workers to dot-coms.

In preparation, FedEx has improved exit interview strategies to get a true sense of what needs to be improved. Also, managers are starting to give hiring officials input on employees the company really couldn't afford to lose so recruiters know whom to target.

And, perhaps most importantly, the company will soon begin sending quarterly e-mails to dot-com defectors with links to FedEx job openings to remind them that good positions at a stable company are only a click away.

While the shine is off the dot-com dream, not everyone is rushing back to the old economy world.

For Boston-based RetailExchange.com, the luster is still there. A big reason: the company recently secured $25 million in funding.

"The situation is good here," said Jason Kissell, the company's director of marketing. He notes that none of 70 employees of the 10-month-old upstart has left for bricks-and-mortar ventures.

He added employees feel confident because they know the recent infusion of capital is an indicator of the health of the online marketplace for excess consumer goods.

And not everyone who leaves a dot-com is leaving the dot-com world. Neil Fox, the vice president and CIO of MRI International, one of the world's largest executive search companies, said the type of people returning to brick-and-mortar companies were ones who wanted to join the dot-com gold rush.

Fox said many others left old-line companies because they felt they didn't fit into the culture there and had little effect on the bottom line. Those people, he believes, are simply moving to other dot.coms.

"They'll never go back," Fox said.

But that hasn't stopped old economy companies from trying a little body-snatching.

Federal Express, for example, has lured a couple key employees back from the dot-com world. Conversations are underway with others.

"Rather than turn our backs on people and portraying a smug attitude about taking them back, we're really looking hard at the benefits of being proactive with our hiring," Yancey said. "We think there are a lot of benefits for our company to do this."

At IDG, Conlin said when former employees come back to the company everyone benefits because they have an institutional knowledge of the company's history and practices. This jumpstarts their contribution, cuts training costs and immediately affects productivity. It's as if they had never left.

Yancey said FedEx can benefit from new skills brought into the company by employees who left. "Even in those companies that don't make it, employees are gaining valuable skills there," she said. "Now they can show them to us."

There's something else they can teach people as well, Yancey said. It's an old lesson: **The grass is not always greener on the other side.**

Reprinted from the Boston Globe—November 30, 2000

IDG

Week of December 11, 2000

Ad Sales Assistant (CXO)

CXO Media is looking for a high energy individual to provide sales and administrative support to two district sales managers in our San Francisco, CA sales office. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's. Ideal candidates have a customer service orientation and thrive in a fast pace environment, strong writing skills and attention to detail, excellent multi-tasking skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 1-2 years business experience. *Location: San Francisco CA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Executive Editor (CXO)

In this departmental leadership position, you will be responsible for the planning, execution and quality oversight of the feature well of one alternating issue of CIO each month. As Executive Editor you will manage writers, be a semi-active member of an idea group, and write and/or edit features or columns as time permits. Skills that will contribute to your success in this important role include command of our readers' needs and preferences, the ability to quickly spot major strengths and weaknesses in feature drafts, adeptness at helping others problem solve, and organizational strength. Collaborative and coaching abilities will be valuable for working effectively with a wide range of staff and other managers. Most important is your desire to broaden your impact and influence on CIO's content and quality, which is the key reward of this role. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Email: tgjobs@idg.com

Director of Finance (HM)

The Director of Finance maximizes the return on financial assets by establishing financial policies, procedures, controls and reporting systems. Ensures legal and regulatory compliance for all financial reporting functions. Responsible for strategic financial planning to include setting and meeting P&L forecasts and developing and maintaining revenue and gross margin forecasting models as well as a variety of analytical reports for sales, editorial, production, marketing, and inventory control. Establish, monitor and enforce policies and procedures, internal controls. Provide status of financial condition of company by collecting, interpreting, and report key financial data, ensure compliance with federal, state, and local legal requirements. Must develop financial models to forecast profitability, business strategies, acquisition impact, etc. Experienced in selecting and implementing new systems (accounting, reporting, modeling, forecasting, budgeting, inventory, etc.) Internet savvy; familiar with the web; demonstrated understanding of the business underpinnings of internet companies. Experience in giving reports to a Board of Directors, analysts, road shows, etc. Strong verbal and writing skills, team builder; ability to identify, select, recruit, motivate, develop and retain staff. Leadership; proven management experience, demonstrated by achievements that can be clearly described. Bachelor's degree in finance or accounting, CPA and MBA preferred.
Location: New York NY
Contact: J. Meyers, Fax: 212-884-5400, Email: nyjobs@hungryminds.com

Executive Assistant (HM)

The Executive Assistant will provide support to the Vice President, Human Resources Responsibilities include all administrative tasks including coordination and tracking of schedules, agendas, filing, general correspondence, data entry, phones, faxes, and creating reports. The successful candidate is a highly organized, detail-oriented, self-starter; able to work independently with strong project management, and follow through skills. The candidate must be a resourceful, creative team player who has the ability to multi-task, troubleshoot, in a fast pace environment. Must have advanced PC skills (Word, Excel, PowerPoint) excellent written and verbal skills, and internet savvy. Executive office presence and demeanor is required. *Location: New York NY*
Contact: J. Meyers, Fax: 212-884-5400, Phone: , Email: nyjobs@hungryminds.com

Publicist (HM)

The Publicist will handle author media tours, coordinate travel, develop itineraries, write and execute media kits, build contact lists, and coordinate media receptions with outside vendors. The successful candidate is organized, enthusiastic and a team player. Must have excellent written and verbal skill, and computer knowledge (Excel and Word). BA in communications or related field. Minimum 3 years experience. *Location: New York NY*
Contact: J. Meyers, Fax: 212-884-5400, Email: nyjobs@hungryminds.com

Vice President, Worldwide Marketing (IDC)

IDC, a rapidly-growing, fast-paced, dynamic market intelligence and advisory firm, is seeking an experienced and dynamic marketing executive to lead and energize our worldwide marketing strategy and represent IDC externally. The successful candidate will be intelligent, personable, creative, results-oriented, collaborative, and a strategic thinker who constantly seeks knowledge. He/she will also have a strong personal presence and demonstrate excellent communication skills, strong persuasion/negotiation skills, and excellent interpersonal skills.
Location: Framingham MA
Contact: E. Cole, Fax: 508-935-4432, Phone: 508-935-4133, Email: ecole@idc.com

Analyst, Worldwide PC Tracker (IDC)

IDC's Worldwide Quarterly PC Tracker group is looking for an individual with superior analytical, communication and data management skills to be part of our team tracking the global PC marketplace. Responsibilities include; coordinating the efforts of IDC analysts around the world, analyzing and reporting on PC market dynamics, competitive analysis, and data management and reconciliation. This program has very high visibility with the major IT vendors. Must be capable of working with vendors and end-users. The position requires superb skills in MS Excel and MS Access, and the ability to multi-task. The ideal candidate will have at least two years experience working in the vendor or end-user community. Knowledge of the PC market and associated technologies a definite plus. Some travel required. *Location: Framingham MA; Mountain View CA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Research Manager, Application Development & Deployment (IDC)

IDC's Application Development and Deployment Group is looking for a highly experienced professional to drive market research and consulting to support our Enterprise Integration Software (EIS) and Application Design and Construction Tools (ADCT) programs. The EIS program analyzes the markets for application servers, eBusiness platforms, and application integration software and methodologies, and associated industry trends. The ADCT programs provides similar coverage for application development tools, component-based development, software reengineering, Web development tools, and integrated development environments. Significant experience in market analysis, product marketing, or use of design tools or development tools is required. Applicants must demonstrate success in applying business development and customer relationship skills. Data analysis, communication, public speaking, and project management skills are also necessary. An advanced degree in business, economics, marketing, or computer science is strongly desired. Responsibilities include driving primary market research, performing stochastic and empirical analysis, writing research reports and bulletins, and expanding the scope of our custom consulting business. 5-15 years experience in application development or Information management necessary with direct experience working for a software infrastructure, development tools, or software application vendor desirable. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Sr. Research Analyst, Communications Semiconductors (IDC)

Responsibilities include analyst coverage of major semiconductor communications markets including: Broadband, and HPNA as well as coverage of Broadband and HPNA markets (xDSL, Cable, Analog, VOIP Gateways) including market sizing, forecasting, technology/system trends, vendor analysis, pricing trends, supply and demand analysis and markets share. This position will participate in equipment teardowns for primary and secondary research and track pricing trends related to coverage areas; Support our biweekly semiconductor perspectives newsletter; provide customer service which includes meeting with customers, product briefings, presentations, and inquiry support. This position will Interact in a team environment with other IDC analysts inside and outside the semiconductor research group and Participate in consulting projects and sales activities. Qualified candidates possess a BSEE or equivalent degree and have approximately 5 years in a product management position in the Communications field. A qualified candidate also possesses strong quantitative and qualitative analytical skills, excellent communication (written and spoken) and is comfortable presenting to all levels of a company. *Location: Mountain View CA*
Contact: G. Lawrence, Fax: 508-935-4432, Phone: 508-935-4137, Email: glawrence@idc.com
Location: Amsterdam Netherlands
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Sr. Research Analyst, Microprocessor Semiconductors (IDC)

This position is responsible for market share research in the embedded, compute, and digital signal processor (DSP) areas by technology and major system market; market sizing, technology assessment, and forecasts for major applications that consume microprocessors like PCs, servers, cellular/PCS, consumer devices, routers, switches, etc. Tracking and reporting pricing trends for key MPU products. Tracking and reporting the impact that third party IP companies and ASIC suppliers have on the embedded markets. Participating in equipment teardowns for primary and secondary research; Support our biweekly semiconductor perspectives newsletter; Work closely with other semiconductor colleagues on sizing and reporting microprocessor trends by system markets. This position will interact in a team environment with other IDC analysts inside and outside the semiconductor research group. This person will support of client inquiry in the semiconductor business. To maintain our customer commitment this person will provide very high quality and timely client support. The challenge will be to balance excellent inquiry support while maintaining research and consulting commitments. This position requires the ability to develop business by the support and execution of consulting projects in the server domain (and other areas where appropriate). A critical portion of the responsibilities will be to actively pursue consulting opportunities. This person will also engage on sales, marketing, and outreach efforts by working closely with the IDC sales force on developing new prospects, participating in sales trips/calls, and ensuring subscription renewals. A qualified candidate has a BSEE or equivalent degree with 5 years in a product management position in related industry or equivalent position. *Location: Mountain View CA*
Contact: G. Lawrence, Fax: 508-935-4432, Phone: 508-935-4137, Email: glawrence@idc.com

Senior Analyst, European Human Resources Outsourcing Market (IDC Benelux)

IDC's European Services Expertise Centre in Amsterdam is looking for a dynamic person to assume a senior analyst position with its new European eHuman Resources program. This individual will be responsible for taking a leadership role in tracking and analyzing the fast growing market for HR outsourcing services and the players in this market. You will focus in particular on new opportunities the Internet is creating for HR administration and management. Responsibilities will include meeting with leading and emerging HR service firms and vendors, interacting with the press, building relationships with clients and prospects, conducting and producing research, and building a profitable practice through activities in the areas of sales and marketing. Your goal is to offer corporate clients the information and guidance they need to shape marketing, business planning and competitive strategies related to HR outsourcing. Qualified individuals will possess a degree in a professional field such as business or human resources management, 2-5 years of professional experience, knowledge of services and marketing issues and preferably HR domain knowledge. The successful candidate must have very strong writing and presentation skills in English, demonstrate initiative in independently exploring new topics, and be able to balance multiple roles simultaneously. If you recognize yourself in this profile, please send your Curriculum Vitae accompanied by a covering letter (both written in English) to: Mirko Lukács - Director, European Services Industry Research - IDC, A. Fokkerweg 1, 1059 CM, Amsterdam (e-mail: m.lukacs@idcresearch.nl, Tel: 020 - 4089 508).
Location: Amsterdam Netherlands
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Publishing Editor, EMEA Publishing (IDC UK)

The role of Publishing Editor involves copy-editing and proof-reading a variety of IT market research documents in close liaison with IDC's Analysts across Europe. Implementing the company's house style and standards plus identifying and eliminating content discrepancies calls for conscientious and attentive individuals who can work in a busy production environment. PC literacy (MS Office – Word, PowerPoint, Excel and Access) is required together with proven copy-editing and proof-reading experience. *Location: London England*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Database Developer/Administrator, Personal Computers (IDC UK)

IDC's hardware research areas are dependent on a number of vital databases, which contain our findings for historical shipments and forecasts. We cover 34 countries, over 200 vendors and more than 5,000 products on a quarterly basis. Maintaining the computer programs that store this information is a vital function. Concentrating chiefly on our PC Tracker database, we need someone to keep this product on course. Programming skills are essential for this role and we would welcome clear thinkers with good ideas about how to improve our procedures and data handling over time. The successful candidate will enjoy working with numbers, be able to demonstrate a good knowledge of programs such as Access, Excel, Visual Basic, SQL, and Oracle. You will also be prepared to work long hours in order to help produce our statistics at particular times of the year. *Location: London England*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Marketing Operations Executive, European Hardware Group (IDC UK)

IDC's European hardware group has been in existence since the beginning of 1999. In line with similar moves throughout IDC we are looking to add a marketing operations executive for the first time in the near future. Working with a number of departments, we are looking to develop brochures, fact sheets, mail shots and prospect lists. We also need to work on specific road shows, conferences and other events for our team. Working directly with the heads of a number of small departments, this is an excellent opportunity to learn about and work within a highly dynamic industry. The successful candidate will need to demonstrate an enthusiasm for marketing. Some experience and a desire to work in the IT industry would be an advantage. You will need to juggle a number of tasks at any one time and enjoy working with marketing people in other departments and countries.
Location: London England
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idg_jobs@idg.com

European Research Analyst, EMEA IRS (IDC UK)

Working as part of EMEA IRS the right individual will support client requests on the whole IT and telecommunications area by accessing IDC's specific research, liaising with IDC Analysts and using a variety of information sources. A knowledge of the IT and telecommunications industries would be an advantage, together with experience of senior client support. As this person will have regular interaction with clients across Europe, language skills are a pre-requisite for the role, preferably French, Spanish or Italian. The role will also require strong PC and communication skills. Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idg.com *Location: London England*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Program Manager, Enterprise Server Solutions (IDC UK)

Due to internal promotion there is a vacancy for the head of server research. This successful operation is one of IDC's most important hardware services, providing a number of vital information sources to server companies in Europe. The successful candidate will have at least five years experience of working in a market research company and/or server vendor, will have many contacts within the industry and will be a good manager. He/she will need to demonstrate strong leadership for the group, co-ordinate a number of new initiatives and own the business plan for server research in Europe. *Location: London England*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Research Analyst, Enterprise Server Solutions (IDC UK)

Due to the imminent departure of one of our staff we are looking for an experienced analysts to run IDC's European midrange research. This successful research area is one of IDC's most important hardware services, supporting a large number of planners within server companies. The successful candidate will have an enthusiasm for - and knowledge of - the midrange server market, including Unix, OS/400 and W2K machines. A desire to learn and report on the developing themes (servers for service providers, IA64, Sun, etc.) is also vital. We are looking for someone with around three years experience gained in a market research company of server vendor. He/she will need to be a team player, able to take ownership of important parts of our business and co-ordinate well with analysts in other regions. *Location: London England*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Research Analyst, European Multi-Functional Peripherals (IDC UK)

IDC's Multi-Functional Peripheral research is well known within the IT industry in Europe. We are currently looking for a highly motivated person to join the team in order to produce qualitative bulletins and reports on this market sector. The successful candidate will enjoy working with both figures and data, be able to demonstrate a good knowledge of programs such as Excel, Powerpoint. Two years experience and a desire to work in the IT industry would be an advantage. They must be able to write well, be confident in working with spreadsheets and databases and co-ordinate well with analysts in other regions. *Location: London England*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Research Analyst, PC Pricing (IDC UK)
IDC has a very successful worldwide PC Pricing service. We have been operating in Europe for one year and now need to enhance our team by adding a data entry/customization analyst. The tasks involved include updating databases and customizing results for delivery to clients. The successful candidate will have excellent PC skills and a desire to working in detail with important pricing information for the IT industry. Working closely with the head of this department, you will need to be an excellent team player, confident in working with spreadsheets and databases. IDC will consider candidates wishing to work on a part time basis for this post.
Location: London England
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Research Analyst, Personal Computers (IDC UK)
IDC's is well known for its PC research in Europe. We are looking to reinforce our current with a research analyst to produce qualitative bulletins and reports in the area of distribution channels, as well as helping with data collection and analysis in this market area. The successful candidate will have a knowledge and enthusiasm of the PC market and demonstrate a desire to learn about channels of distribution. We will look favorably on people with some experience of working for a market research company or PC vendor. He/she will need to be a team player, be able to write well and be confident in working with spreadsheets and databases. *Location: London England*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Research Analyst, Smart Handheld Devices (IDC UK)
IDC's has been running a service in the smart handheld device area for almost two years. We are now looking to expand out coverage by looking at WAP handsets. These devices are more important in Europe than in the US and we are being asked to take a leadership position in covering them. Working in a very small team, you will be expected to provide insight into one of the most important new computer device types in Europe. The successful candidate will have a knowledge and enthusiasm of the ICT market and demonstrate a desire to become a key analyst of this exciting new product area. We will look favorably on people with some experience of working for a market research company or PC vendor. He/she will need to be a team player, be able to write well and be confident in working with spreadsheets and databases. *Location: London England*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Senior Research Analyst, Personal Computers (IDC UK)
IDC's PC research is well known among the IT industry in Europe. We are in the process of restructuring and looking for a highly motivated individual to join us in order to produce qualitative bulletins and reports on this market area. The successful candidate will have at least three years experience of working in a market research or PC vendor and will have a deep understanding of a number of themes. High on our list are channels of distribution, vendor strategies and desktop architectures, although we will consider candidates with similar, but equally valid, experience. He/she will need to be a team player, able to play a role within our data reporting processes as well as writing and coordinating activities with analysts in other regions. *Location: London England*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Administrative Services Coordinator (IDG Central Svcs)
IDG Central Services, which provides operational and facilities support to IDG businesses at 501 2nd Street, is seeking a service-oriented individual for the administrative services department. The Administrative Services Coordinator will play a key role in the daily functions of the administrative services group. Responsibilities include creating & maintaining reception schedules and manuals; serving as Operations Hotline administrator and main attendant; overseeing and coordinating parking space requests; providing relief reception; maintaining office nameplates; coordination of suite signage; and providing mailroom back-up. A high school diploma or general equivalency certificate and at least 2 years reception and office services-related experience required. The ideal candidate will have basic computer proficiency in email, word processing (MS Word), and spreadsheets (MS Excel). *Location: San Francisco CA*
Contact: M. Mirabal, Fax: 415-267-1777, Phone: 415-978-3337, Email: marc_mirabal@pcworld.com

Payroll Administrator (IDG/CSG)

Reporting to the Payroll Manager, the individual in this position will be responsible for HR payroll administration. Responsibilities include working with divisional Human Resources staff on the administration of compensation, benefits, and personal information changes/transactions. Prior experience in human resources, payroll administration, processing or accounting would be helpful. Excellent customer service and organizational skills necessary along with familiarity with Excel and PeopleSoft and the ability to work in a very fast-paced team environment. *Location: Framingham MA*
Contact: J. Carty, Fax: 508-935-4600, Phone: 508-935-4480, Email: jennifer_carty@idg.com

VP of Sales (IDG/EF)

As one of six senior leadership positions of IDG Executive Forums, this key position is responsible for overseeing and directing all sales planning and activity. The VP Sales will be responsible for the development of the sales organization, to include sales planning & strategy development, implementation of sales tools and systems necessary to achieve corporate revenue goals. Candidates should be customer centric, solutions focused, articulate, comfortable working with companies at the most senior levels, and possess a proven ability to creatively sell intangible benefits, emphasizing brand association, as well as traditional print and on-line media. Seven years of successful integrated sales experience preferred, IT industry knowledge with Publisher/Associate
Location: San Mateo CA
Contact: S. Murphy, Fax: 415-243-3694, Phone: 415-243-3526, Email: sue_murphy@idg.com

NT/Desktop Admnistrator (ITworld)

ITworld.com is seeking a NT/Desktop Administrator for our Southborough office.
One to two years NT experience preferably Microsoft certified. Experience in UNIX and TCP/IP would be a decided plus. Duties include NT server administration, workstation configuration and trouble-shooting, providing systems back up, and working with users to set up and configure NT based applications.
Location: Southborough MA
Contact: J. Corral, Fax: 415-267-4558, Phone: 415-267-4562, Email: jill_corral@idg.net

Reviews Editor (NWW)

Network World is currently seeking a Reviews Editor to work in a three-person department that produces rigorous tests of networking products on a weekly basis. Successful candidate will have an understanding of network technology, top-notch editing skills and the ability to manage multiple projects. In addition this position requires exceptional organization skills with attention to detail and the ability to work in a team oriented, deadline driven environment. 2-3 years experience in high-tech publishing and experience with Quark Xpress is preferred. This position requires some travel. *Location: Southborough MA*
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

IDG New Zealand's ***Bruce Buckman*** *and ...*

...Computerworld's ***Tom Monahan*** *were among the more than 150 online experts attending the recent GWSC meeting in San Francisco.*

PHOTOS BY MORRIS EFFRON

GWSC meeting

continued from page 1

tion-and-answer sessions, plenty of after-meeting networking, and breakout session tracks covering Content, Technical, Sales/Marketing and Business Development. There were also third-party speakers from firms such as Doubleclick, Wysdom Wireless and Metaparadigm, whose services had recently been contracted by IDG business units that the organizers thought were important to share with the attendees.

"The point of the meeting is to get people to share their ideas, whether in development or newly implemented, but in more than just a show-and-tell fashion," said van der Kamp. "A lot of people came away with more than at the start."

"It was quite interesting to see and hear that our issues were common, that our solutions were not as hare-brained as we sometimes think," said *Computerworld* Design Director **Tom Monahan**.

Kristy Koropp, Web producer for InfoWorld.com, said the meeting was "a much needed outlet where our highly charged live-wire minds could plug in."

Among the many IDG speakers at the two-and-a-half-day meeting were representatives from ITworld.com; IDG.net; Hungry Minds, Inc.; Network World, IDG Games Media Group and IDG Magazine Verlag.

"The range of issues was great," Monahan said. "I couldn't go to all the sessions I wanted to." He said the meeting gave him a better sense of the similar problems faced by different business units' online groups, as well as a chance "to dig into questions in depth — and disparage some vendors at length."

According to **Morris Effron**, vice president, IS, IDG International Publishing Services, one of the most significant notions to emerged from the meeting was the need to investigate standards that will facilitate content exchange. He specifically mentioned the XML document-content language that tags and defines a story's content.

"Groups like IDG.net and ITworld.com that aggregate content from multiple IDG sources and make it searchable need one content standard since their sources all use different ones," Effron said. He said this would also be good for IDG's overseas business units that may want to take content from their U.S. counterparts and move it in a hands-off way to their Web sites and/or into their publications. "And a common standard would be very useful to the IDG News Service, which acts as a content hub, receiving and redistributing content to its many clients," he added.

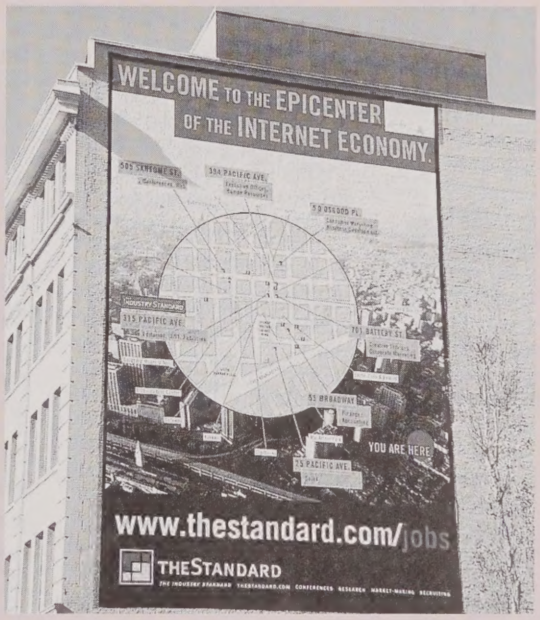
Effron said the breakdown of "the artificial distinction" between print and online as the two media converge was also a hot topic of discussion. "There needs to be an integrated platform to flow all the content for print and online through the same stream," he said. "But there are problems with conversion formats and keeping content fresh."

Effron said he was excited by what he saw and heard at the meeting. "Despite IDG's decentralization with everyone focusing on their own burrow, we all looked up long enough to see some commonalities."

"How successful the meeting was can be determined by what the attendees do now that they've had the chance to air their concerns, toss around ideas, borrow from others, and meet others whose function at IDG may be just what they need to enhance their own," van der Kamp said.

For more information, contact Lisa van der Kamp at lisa_van_der_kamp@idg.com. WU

The Standard puts itself on the map



This fall, *The Standard* unveiled a new wallscape on the side of its headquarters building at 394 Pacific Ave. in San Francisco. The 60- by 40-foot ad, whose headline reads, "Welcome to the Epicenter of the Internet Economy," communicates the company's growth (showing the locations of its seven offices), depth and leadership to the neighborhood's blue-chip roster of advertising agencies, start-ups and mainline businesses. It is also a source of pride for the company's employees, according to **Kerry Zeida**, vice president of corporate marketing for *The Standard*. "More important than the brand-building value of the sign is its statement that *The Standard* is a great place to work," he said.

noteworthy people

IDG WORLD UPDATE

Hansen

IDG WORLD UPDATE

Edwards

IDG WORLD UPDATE

Jones

IDG WORLD UPDATE

Taborn

IDG WORLD UPDATE

Yarashefski

Villate

New employees

Previously a customer service representative with Backflip.com, **Tamara Block** is now a product associate with Standard Media International. She graduated from the University of Oregon with a B.S. in psychology and enjoys black-and-white photography and hiking.

Jennifer Hansen joins Standard Media International as a treasury analyst, coming from Bank of America Securities where she held a similar position. She graduated from the University of California/Berkeley with a B.A. in international relations. In her free time she enjoys hearing live music.

Standard Media International has hired **Amy Edwards** as a senior accountant. She was previously a staff accountant with Buckley, Patchen, Riemann and Hall and holds a B.S. in accounting from California Polytechnic State University in San Luis Obispo. Away from her desk she enjoys running.

Standard Media International has hired **Genia Jones** as a staff writer. She was previously a semiconductor equity research associate with Credit Suisse First Boston. She holds a B.A. in journalism from Miami University in Miami, Ohio, and enjoys reading and traveling.

Tricia Taborn comes aboard Standard Media International as assistant to the CEO from the *San Francisco Bay Guardian* where she was assistant to the publisher. She earned a B.A. in urban history from the New College of California in San Francisco and sits on the boards of the Society of Professional Journalists and the Museum of the City of San Francisco.

Previously a merchandising analyst with Pets.com, **Kevin Yarashefski** joins Standard Media International as a research analyst. He has a a B.A. in economics and history from Bucknell University in Lewisburg, Pa. Away from his desk he likes, "everything – rock climbing, surfing, soccer, mountain biking."

Dale Conour joins Standard Media International as a build editor, coming from eHow.com where he worked as director of content. He graduated from the University of California/Chico with a B.A. in communications with an emphasis in journalism. He enjoys backpacking, hiking and cycling.

IDG World Expo has hired **Nicole Travers** marketing manager for Internet Commerce Expo. She previously held a similar title with Mainspring, Inc. She attended the University of Massachusetts/Amherst where she received a B.A. in marketing. Her hobbies include running and skiing.

John Gable joins IDC West in Mountain View, Calif., as a senior account executive, coming from Enhance Cable Technology where he worked as an account manager. He holds a B.S. in international business and finance from San Jose (Calif.) State University and an M.A. from Thunderbird, the American Graduate School of International Management. Away from the office he enjoys making wine.

Robert Moore has been hired by ITworld as a senior index editor. Previously a senior information specialist with Raytheon Co., he holds a B.A. and an M.A. in history from the State University of New York and an M.S. in library science from Simmons College in Boston. He enjoys writing, volunteering with Big Brothers of South Middlesex (Mass.), and "kayaking in very calm water."

Previously a recruiter with Continental Resources, **Donna Leone** is now a recruiting specialist with IDC in Framingham. She graduated from the University of New Hampshire with a B.A. in political science and likes to rollerblade, play tennis and camp.

Kimberly Carvalho is IDC Framingham's new sales operation coordinator. She previously worked as a reimbursement manager with Critical Care Systems. She earned an associate's degree in liberal arts from Mass Bay Community College and likes to kickbox.

Lucas Mearian joins *Computerworld* as a general assignment reporter. He was previously editor of the Waltham, Mass., *Daily News Tribune*. A graduate of Boston's Northeastern University with a B.S. in journalism, he enjoys scuba diving and antiquing.

A recent graduate of Brown University in Providence, R.I., with a B.A. in political science, **Alex Slawsby** joins IDC in Framingham as an associate research analyst in the Smart Handheld Devices program. A home-theater aficionado, he also enjoys hiking and following New England sports teams.

Transfers

An online production director with Mac Publishing, L.L.C. before working as a consultant for *The Industry Standard*, **Jeff Cheney** is Standard Media International's full-time intranet application engineer. He earned a B.S. in computer science from Colorado State University. When not working, surfing the Internet or sleeping, he maintains his own Web log.

Ricardo Villate moves from his role as senior research analyst at IDC Colombia to a similar one with IDC Latin America's Server program in Miami. He holds a degree in industrial engineering from Colombia's Javeriana University, an economics degree from the University of the Andes and studied marketing at the University of California/Berkeley. He enjoys diving and getting to know Miami and Florida.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18

Rick Ciliberto *Computerworld*

17

Micaela de Almeida *IDG Hong Kong*

13

Lars Dahmen *IDG Sweden*

12

Robert Stave *Network World*
Piero Todorovich *IDG Italy*

11

Stefanie McCann *Computerworld*
Sylvia Krammer *IDG Austria*

10

Jeff Milstead *Mac Publishing*
Sagrario Fernandez *IDG Spain*

9

Catey DeBalko *IDG Communications*
Mauro Calderara *IDG Italy*
Eva Villalba *IDG Spain*
Cristina de Hoyos *IDG Spain*
Maria del Mar Cabanas *IDG Spain*

8

Mihaly Sipos *IDG Hungary*

6

Jim Ghirardi *IDG*
Elizabeth Martinez *Network World*
Cynthia Laird *CXO Media*
Joan Olson *Computerworld*
Michelle Vittori *Computerworld*

5

Leona Ching *IDG Executive Forums*
Ann Garvey *IDG*
Leonard Ganz *CXO Media*
Mary Beth Regan *Computerworld*
Maria Jose Fernandez *IDG Spain*
Rita Baynash *IDG Australia*

4

Sean Landry *Network World*
Takashi Okimoto *IDG Japan*
Wataru Satomi *IDG Japan*
Tamako Ashida *IDC Japan*

3

Kristin Baker *Network World*
Kristin Shackelford *IDG Games Media Group*

2

Jim Forbes *IDG Executive Forums*
Michelle Zarella *CXO Media*
Ashok Karan *IDC Australia*
Laura Hilliard *IDG Global Solutions U.K.*
Jun-ichi Nemoto *IDC Japan*
Paul Kitchen *PC Advisor*
Errol Francis *InfoWorld*

1

Margaret Um *IDG Communications*
Lavayne Harris *IDG Executive Forums*
Rick Lambert *IDG Global Communications*
John Cooney III *IDG*
Todd Genovese *IDG*
Kaitlyn Greene *IDG World Expo*
Michelle Lifton *IDG World Expo*
Rachel Lo *IDC Hong Kong*
Kyung-Hee Lee *IDC Korea*
Navid Davini *Computerworld*
Maria Jose Nunez *IDG Spain*
Kouichi Kondou *IDG Japan*
Kei Nishida *IDG Japan*
Pernilla Kylfalt *IDG Sweden*
Johanna Lindstrom *IDG Sweden*
Joachim Johansson *IDG Sweden*
Ola Rehnberg *IDG Sweden*
Peter Hedengran *IDG Sweden*
Ralph Sheridan *IDC U.K.*
Laurel Spencer *ITworld.com*
Bob Whiting *ITworld.com*
Paul Duthie *ITworld.com*
Nicole Gerlsbeck *IDG Germany*
John Grosfeld *InfoWorld*
Anthony Bourne *InfoWorld*
Jake Blackford *IDG Games Media Group*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDC's Feldman wins Bell&Howell Excellence in Writing award

Susan Feldman, director of IDC's Document and Content Technologies Research Program, has won the Bell&Howell Information and Learning – Excellence In Writing award for her article, "The Answer Machine," which appeared in the January 2000 issue of *Searcher* magazine. Feldman also won the award in 1998, also for an article in *Searcher*, a magazine published by INformation Today aimed at information professionals who are grappling with problems concerning the online industry and the Internet.

Feldman

Established in 1982 to recognize writers whose works advance the use and understanding of information technology, the award was presented at the Online Information 2000 conference in London on Dec. 6. Feldman received a check for $1,500 in prize money, an all-expense-paid trip to the London conference and an etched crystal bowl.

Feldman's 18-page article imagines the information system of the future. It explores technologies to create that system, starting with how people interact with the computer. She discusses the search process itself and evaluates such techniques as natural language processing (NLP), NLP-based technologies, concept extraction and mapping, change monitoring, intelligent agents, speech recognition and more.

Before joining IDC this past May, Feldman was president and founder of Datasearch, an independent information consulting firm specializing in the Internet and information-retrieval-related technologies. She is a frequent speaker and writer on such topics as search engines and intelligent agents. Her award-winning article is available at http://www.infotoday.com/searcher/jan00/feldman.htm.

For information about the 2001 Excellence in Writing competition contact Tina Creguer,pr@bellhowell.infolearning.com or go to www.infolearning.com.

off line

Congratulations to all our enthusiastic caption contributors. Winner **Aaron Read** will have his choice of an official "Off Line" t-shirt or a copy of Rich Ten-nant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Honorable mentions

"As far as antiques go this monitor's a real gem. She's only a year old, but I assure you she's already incompatible with most new PCs on the market today."
Eos de Feminis *Macworld*

"This model was state of the art back in 1999."
Maureen Molloy *IDC*

"Well, yeah, I bought this Pentium III on spec...but it should be an antique in about 15 minutes."
Dan Amrich *IDG Games Media Group*

"I don't care how obsolete a six-month old computer is, it still doesn't qualify as an antique."
Natale Russo *IDG Games Media Group*

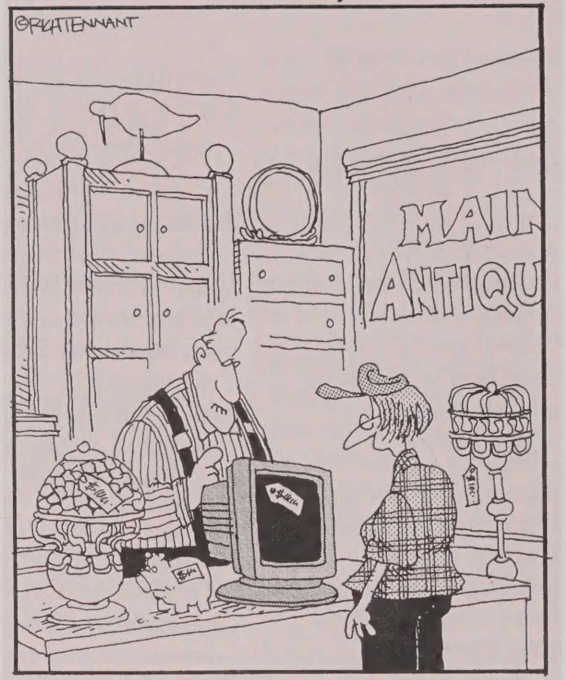
"It's only six months old, but in Internet time that's about 25 years."
Bruce Atlas *IDC*

"Don't tell my boss, but I'll let you have this fully functional, one-of-a-kind antique monochrome monitorfor just $149.99."
Richard Graves *Hungry Minds*

"Because it still has the original patina, I'd say, at auction, this could fetch a lot more than you paid for it."
Rob Springer *Hungry Minds*

"Hmmm, now that I've sold you my old Commodore 64, I'm not sure how I'm gonna ring this up."
Mike Ferreira *Network World*

The 5th Wave By Rich Tennant



"...and this is the machine that Al Gore invented the Internet on!"
Aaron Read, *ITworld.com*

"I know what you're thinking, but I had an analyst from IDC in earlier today, and he told me this really is a collector's item."
Al Gillen *IDC*

"Okay, you'd think this is an antique monitor. But actually, it is the new generation of antique chandeliers."
Ulrike von Trotha *Macwelt*

"Yes, ma'am, it's slightly expensive because it has a value-added Jurassic feature — MS Word 2.0."
Dayenne Therese Sipaco *Computerworld Singapore*

Rich Tennant's original

"Look at that craftsmanship. Notice the patina. It's already three years old. In the computer industry, that makes it a genuine antique."

Executive Q&A

continued from page 3

and the globalization of IT media buying put them at a disadvantage when it came to competing with global advertising networks like IDG's. Given that IDG did not then have a title in the important IT weekly or channel market in the UK, IDG and Reed formed an alliance whereby IDG would be their exclusive global advertising representative.

This has been a very positive relationship for both companies: Reed gains access to the market intelligence and sales revenue from IDG Global Solutions, and IDG ensures that the global solutions it offers includes the market-leading titles from this important country in two key product lines.

Kelly Conlin may be reached at kelly_conlin@ idg.com.

Boxing Day

Celebrated as a day off in Britain, Australia, New Zealand and Canada on Dec. 26, which is also St. Stephen's Day, this holiday's roots are murky at best. Some believe it stems from the long-ago British practice of giving cash or durable goods, often presented in boxes, to tradespeople or servants as a Yuletide tip or bonus. (Gifts among equals were exchanged on Christmas, but those to the "less fortunate" were bestowed the day after.) Or it may have begun with priests who opened the churchs' alms boxes on the day after Christmas and distributed the contents to the poor or the parish. The common thread is that of one-way giving to those not on the same class level; the social superiors received nothing in return as it would have been seen as a presumptuous attempt to lay claim to equality.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 300 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, IDC, provides global research with local content through more than 600 analysts in 43 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at www.idgworldupdate.com.

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VOLUME 30, NUMBER 51

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WWW.IDGWORLDUPDATE.COM

IDG Y2K: A look back

JANUARY

"We are fortunate that our products collectively are the most influential and pervasive source of information about the most important industry in the world today. That's something our employees can and should take pride in."

– IDG President and CEO Kelly Conlin

THE INDUSTRY STANDARD
MYSTERY REVEALED!
CAR TALK REWIRING MOTOWN
FINANCE SHOW ME THE DINERO
THE DEAL WHAT'S NEXT FOR AOL?
THE HYPING OF TRANSMETA

The Industry Standard receives $30 million in its first round of private-equity financing to expand the magazine's Web site (www.thestandard.com), services and conferences division, both in the U.S. and overseas. The new investors will receive a combined 15% stake in the company.

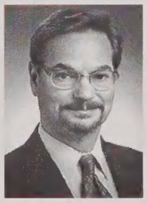
IDG Poland's CyberSam (www.cybersam.pl) is named one of Poland's best e-commerce sites.

IDC's high-profile Y2K media event, Project Magellan, mobilizes 43 analysts in 38 countries to deliver real-time reports on Dec. 31 and Jan. 1. The reports were read by more than 150 television and radio stations worldwide. More than 13,700 visitors logged onto the Magellan Web site over one weekend.

***Janet Waxman**, program director, Server and Storage Channels Research, wins coveted James Peacock Memorial Award for research excellence. She's joined by IDG Chairman **Pat McGovern** (left), IDC President/CEO **Kirk Campbell** (right) and runner-up **Dennis Byron**, program director, Vertical Applications.*

*CIO Publisher **Gary J. Beach**, supported by the publication's News & Information team, in a temporary studio in Framingham, Mass., provides almost three hours of live Y2K-related reporting during the Y2K rollover.*

IDG Global Solutions organizes Latin America Exchange 2000 in Miami for more than 20 customers and ad agency reps, IDG country managers in the region and IGS staff in the U.S.



Edman

PC World Publisher **Jeff Edman** is named president and CEO of PC World Communications, Inc.

IDG Books signs license with The Learning Co. for software tutorials.

Barry

IDG Books names Random House senior executive **William Barry** to be IDGB's president and chief operating officer.

Macworld EXPO
MOSCONE SOUTH
CONFERENCES AND EXHIBITS
JANUARY 5-8

Macworld Expo/San Francisco breaks its own U.S. attendance record with 85,179 attendees, 23% more than last year.

10+ years

Joseph Levy, 28 • Joanne Oteri Capolino, 25 • Rainer Oberländer, 24 • Maureen Burke, 23 • Vincente Tardin, 21 • Josef Lohner, 21 • Klemens Paunert, 20 • Christine Alamarguy, 19 • Renee Pierce, 18 • Kazuhiro Hara, 18 • Bernhard Weeser-Krell, 18 • Joan Daly, 17 • Beverly Wolff, 17 • Andreas Förth, 17 • Barbara Lewis, 16 • Maristela Santos de Oliveira, 16 • Grazia Rovati, 16 • Paula Foss, 16 • Mark Winther, 16 • Donna Sparrow, 16 • Gérard Adamis, 16 • Barbara Sands, 16 • Lee Doyle, 16 • Rebecca Segal, 15 • Max Jaeger, 15 • Maureen Rondeau, 15 • Michael McShane, 15 • Brad Thorpe, 14 • Jean Bozman, 13 • Vera Chan, 13 • Alda Cristina Campos, 13 • Gerhard Rainer, 13 • Claudia Sears, 13 • Veronique Arene, 13 • Christian Le Gall, 13 • Linda Holbrook, 13 • Peggy Watt, 12 • Elfi Künzel, 12 • Liana Tatka, 12 • Anita Trembley, 12 • Uschi Weiss, 12 • Erich Ochs, 12 • Alexadre Campos de Barros, 12 • Christina Guio, 12 • Mary Wardley, 12 • Michelle LaJeunesse, 12 • Maria Alice Ramos, 12 • Erika Schonberger, 12 • Ulrike Pape, 12 • Ursula Nadador, 12 • David Emberly, 11 • Sonja Lack, 11 • Yoko Nishii, 11 • Birte Matsen, 11 • Mary Rowny, 11 • Graham Penn, 11 • Fernando Anotonio Lima e Silva, 11 • Ellen Dimatteo, 11 • Rose Marie Zeno, 11 • Ken Fuller, 11 • Dorothy Cronin, 11 • Amy Hanania, 11 • Mirian Karlin, 11 • Denise Elkins, 11 • Gina Steinmann, 11 • Amanda Patrick, 10 • Lisbeth Egeskov, 10 • Maria Lamber, 10 • Sylvie Merkling, 10 • Marcel Warmerdam, 10 • Francis Mao, 10 • Diana Garza, 10 • Lillian Richard, 10 • Sean Maguire, 10 • Ingela Havaas, 10 • Györgyi Birkus, 10 • Benjamin Barbante, 10

> *"IDG was founded 36 years ago with the objective of helping people improve their quality of life around the world by providing information about technology that increases the information and analytical resources available to the human mind."*
>
> *– IDG Chairman Pat McGovern*

At the Enterprise Value Retreat in Tucson, Ariz., CIO's Executive Programs department celebrates its 10th year of producing educational and networking opportunities for business and government executives who want to expand their knowledge of IT management issues and trends.

Making headlines

The year began with a dramatic New Media-Old Media marriage: America Online Inc. and Time Warner Inc. announced an all-stock merger worth $350 billion that would give AOL stockholders the lion's share of the new company.

Representatives from IDC's worldwide sales offices gather in Framingham to launch phase 1 of the company's first global customer relationship management system, named Sekai ("globe" or "world" in Japanese).

LANGAGES Systèmes
WINDOWS 2000
Visual Basic 6.0
Tout ce qu'il va changer pour les développeurs...
CORBA
QUEL AVENIR POUR LINUX ?

One year after being developed as a test issue, IDG France's *Langages & Systems* has evolved into a monthly publication for developers from the corporate level to small enterprises.

14-year IDG veteran **Bob Ostrow** takes over as publisher at *PC World*.

IDC's Asia/Pacific IT forum makes history as the largest IT conference ever held in Singapore. More than 1,000 attendees – 400 more than expected – represented the resurgence of the Asian markets.

Managing Director **Istvan Biro** chats with guests at IDG Hungary's second annual Ball for IT Specialists, which brought together 320 managers and their guests from Hungary's leading IT companies.

CIO
African Americans hold less than 3% of the top jobs in this country
What Gives?

CIO magazine unveils a millennial makeover that features not only a new look but a new attitude, reflecting the pivotal role its readers now play in the overall success of their organization. The content, design and trim size have changed to reflect an edgier, more opinionated and thought-provoking publication.

FEBRUARY

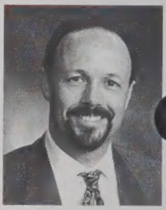
IDG Books captures 50% of the February *Publishers Weekly* Computer Bestsellers list; the *For Dummies* series alone occupies 14 of the 40 spots on the list.

IDG Games Media Group announces co-branding relationship with online buying guide Epinions.com.

IDG signs licensing agreement with Cirta Press to publish *PC World Algeria*, which will be that country's first local IT magazine

IDC
Analyze the Future

IDC rolls out its new, multifaceted worldwide branding campaign anchored by a new tagline, "Analyze the Future."



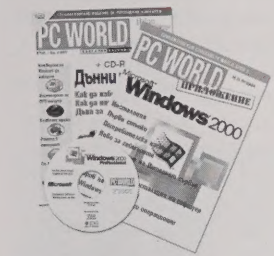
Gallant

Network World Editorial Director and Executive Vice President **John Gallant** is named associate producer for Vortex 2000, which explores the business issues arising from the convergence of the Internet, telephone and television networking industries.

10+ years

Patrick McGovern, 36 • Marion Kibbee, 25 • Diane Martin, 23• Molly Upton, 21 • Kim Pennett, 20 • Delia Quartey, 20 • Ricardo de Almeida Goncalves, 18 • Francisco Zabala, 18 • Magdalena Axelsen, 18 • Eric Bender, 17 • Carl Marchi, 17 • Diter Stein, 16 • Iris Clench, 16 • Wes Nihei, 16 • Libby Levinson, 15 • Robert Kanes, 15 • Deb Goldstein, 14 • Merv Langby, 14 • Linda Gorgone, 14 • MaryAnne Sinville, 13 • Magdalena Zabala, 13 • Olga Fernandez, 13 • Penny Stevens, 13 • Nina Mattsoff, 13 • Mark Sullivan, 13 • Vicki Brown, 12 • Dorothy Rosenthal, 12 • Laura Sears Brady, 12 • Kevin Burns, 12 • Clare Gillan, 12 • Bruce Stephen, 12 • Carole Plana-Prigent, 12 • Miklos Cocron, 12 • Gregg Pinsky, 12 • Ursula Istavrinos, 11 • John Pickett, 11 • Joanne Pirnik, 11 • Lucy Chaudhuri, 11 • Terri Schafer, 11 • Patricia Smith, 10 • Nieves San Roman, 10 • Pilar Tejero, 10 • Kelly Crowley, 10 • Philippe de Marcillac, 10 • Kirsten Baek, 10 • Thomas Wilms, 10 • Alvaro Morenes, 10 • Cheryl Asselin, 10 • Jennifer Jones, 10 • Monica Capuzzi, 10

Thirteen employees out of a record 44 applicants are awarded IDC Global Fellowships, earning the chance to trade in their regular routines and work amongst their colleagues for two to three weeks in other IDC offices around the world.



IDG Poland and IDG Bulgaria team up with the Microsoft offices in their respective countries to publish local editions of a Microsoft-sponsored magazine about the Windows 2000 operating system.

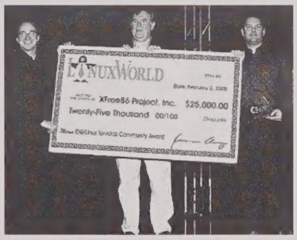
Members of IDG World Expo's hard-working show staff take a break during Windows 2000 Conference and Expo in San Francisco, which launched in conjunction with the release of Microsoft Corp.'s Windows 2000 operating system. *eDirections*, a custom publication produced by IDG for Microsoft, debuts at the show. (L-R): **Debbie Strauss**, **Amy Scott**, **Karen Whitman**, **Natalie Vercauteren**. Back row, l-r: **Michael Pesaturo**, **Kelly MacCaffrie** and **Annette Rougeau**.

ITworld.com
reach and influence enterprise IT professionals

ITworld.com goes live Feb. 15 at the Windows 2000 Expo in San Francisco, enabling IT professionals to seamlessly search the Web for information and new IT services from across a wide array of IDG resources. Attending ITworld.com's breakfast briefing in San Francisco for preferred customers were (L-R): IDG Chairman ***Pat McGovern****, ITworld.com Vice President/Editorial Director* ***Mark Schlack****, ITworld.com President and CEO* ***Bill Reinstein*** *and IDG President and CEO* ***Kelly Conlin****.*

The Demo Conference celebrates its 10th anniversary, attracting a record number of attendees who witnessed the launch of 82 new personal technology products and services, each screened and selected by IDG Conference Management Co.'s Demo team.

IDG Communications hosts marketing summit for 15 U.S. marketing managers to swap ideas about business unit initiatives and areas for collaboration.



IDG Chairman **Pat McGovern** (center) and Linus Torvalds (left) present the IDG/Linus Torvalds Community Award at the first LinuxWorld Conference & Expo on the East Coast, which drew 20,000 attendees and 185 exhibitors to the Javits Center in New York City.

Making headlines

The letters d, o, s, got a new meaning in mainstream IT: denial of service. DoS attacks launched by hackers using agents planted on unwitting users' Internet-connected computers crippled major Web sites operated by Yahoo, Amazon.com, and eBay, among others.

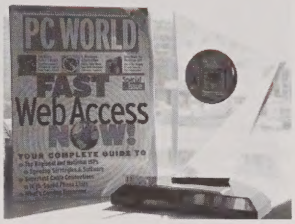
MIT President Charles Vest (left) and IDG Chairman ***Pat McGovern*** *and his wife Lore Harp McGovern tour a university research lab prior to the announcement of the McGoverns' $350 million gift, which will be used to create and fund the McGovern Institute for Brain Research. The donation is being called the largest cash donation ever made to a university for scientific research.*

IDC Spain, the only IT market research firm with local operations, opens its doors.

IDG Books expands its international joint venture network with an agreement to launch IDG Books India Pvt. Ltd.

According to the IDC/World Times Information Society Index, Sweden has surpassed the U.S. to become the world's dominant information economy.

MARCH



PC World earns its second consecutive Grand Neal Award, the highest honor of the American Business Press, for the March 1999 special issue on bandwidth, Web@Warp Speed. *Network World* was a finalist in Neal Award balloting for Best Single Issue of a Newspaper/News Tabloid and Best Web site.

More than 10,000 visitors attended the first LinuxWorld 2000 exposition in Singapore.

Jonathan Weber *(right), editor-in-chief of The Industry Standard, interviews Federal Express CEO Fred Smith at iB2B, the Standard's first Internet business-to-business conference, held in Boca Raton, Fla.*

IDG sells TipWorld's tips and e-mail newsletter collection to Topica, the leading provider of e-mail-based content in the U.S., and takes an equity position in the company.

> *"What ITworld.com does in the professional IT space here in the U.S. is knit all our sites together in a way that maximizes efficiency for the user."*
> *– Bill Reinstein, president and CEO, ITworld.com*

IDG Norway journalists **Christian Jahr**, **Henning Meese**, **Jonas Blich Bakken** and Executive Editor **Tom H. Berglie** show off copies of the debut issue of e-business, a monthly tabloid about the economics, finance and people in the new Internet economy that is inserted into Computerworld Norge

> *"Over the next several months IDC will undertake a significant advertising campaign. Advertising is a critical new initiative at IDC, part of our strategy to promote our brand and to attract talented research, sales and operations professionals."*
>
> *– IDC President and CEO Kirk Campbell*

CIO India's printer wins prize at the second South Asia Print Congress for *CIO India*'s debut issue.

PC WORLD
Cómo ampliar su red personal
SORTEO

PC World España marks its 15th anniversary with record-breaking ad sales for its redesigned March issue.

A record number of customers and prospects (1,109 in Boston and 1,045 in San Jose, Calif.) turn out for IDC's annual briefing sessions,. (L-R) Director, Marketing Communications ***Debra Brown*** *and Vice President/Worldwide Marketing* ***MaryAnne Sinville*** *were key organizers of the meeting. Morning speakers included Senior Vice President* ***Vicki Brown****, Chief Research Officer* ***John Gantz****, Group Vice President/Applications and Information Access Research* ***Clare Gillan.***

Network World convenes fourth annual Global Product Support Center meeting in Munich with 40 employees from 11 countries

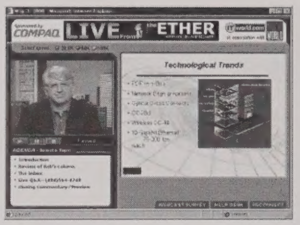
IDG Books exhibits for the first time at the London International Book Fair and extends translation and distribution agreements for its more than 3,000 titles.

Computerworld Online Danmark launches a free service that lets owners of WAP-enabled devices read the six latest headlines and a very short version of each story on a mobile phone or other device.

IDC's worldwide sales team members gather for its first training session.

Making headlines

Motorola's dream of satellite communications replacing cellular crashed into financial realities, and the company announced it was ending the Iridium service — however, 66 low-earth-orbit satellites are still up there, and the company that bought them just got a lifeline from the U.S. Department of Defense.



ITworld.com and InfoWorld collaborate to bring technology pundit ***Bob Metcalfe****'s popular column, "From the Ether," live to a PC near you via a weekly 30-minute Webcast.*

Citing examples of how IDG has adjusted from being a traditional print publisher to a prosperous player in the Internet-driven world, IDG President and CEO **Kelly Conlin** delivers the keynote address to the M2 International Magazine Management Executive Forum.

IDG World Expo President ***Charlie Greco*** *(right) accepts the citation from Massachusetts Governor Paul Cellucci that declared the last week in March "Internet Commerce Week" in the Bay State in conjunction Internet Commerce Expo's stop in Boston.*

10+ years

Tom Monahan, 22 • Ursula Sauter, 22 • Walter Schönberger, 21 • Ed Scannell, 20 • Shirley Ingram, 19 • Helga de Gregori, 19 • Mary Ann McAuley, 18 • Fernando Moran, 18 • Fred LoSapio, 18 • Dorte Theodoraki, 17 • Cynthia Sparrow, 17 • Lucy Sheehan, 17 • Leif Rasmussen, 16 • Wolf-Dieter Lorenz, 16 • Christina Spence, 16 • Terry Lee, 15 • Aromi Rajon, 15 • Joachim Herbert, 15 • Maria Dolores Hermosell, 15 • Ramon Nacenta, 15 • Simone Fiedler, 14 • Melanie Guy, 14 • Christine Cavelle, 14 • Anne Foley, 13 • Karman Cheng, 13 • Tania Evans, 13 • Magdalena Koch, 13 • Richard Villars, 13 • Michele Kallin, 13 • Michael Carroll, 12 • Peter Gruber, 12 • Kirsten Hojrup, 11 • Hiltrud Osterried, 11 • Carol Hildebrand, 11 • Andy White, 11 • Pauline White, 11 • Martin Falstrom, 11 • Fatima Ruiz del Olmo, 11 • Péter Kincses, 10 • Carlos de la Iglesia, 10 • Christina Corbett, 10 • Sandra Kolste-Jimenez, 10 • Eric Lewis, 10 • Sabine Terras, 10 • Maureen Roberti, 10 • Josiane Duhamel, 10 • Susanne Kirmaier, 10 • Hans Koniges, 10 • Setsuro Tamai, 10 • Alessandro Degli Occhi, 10

The newly formed Asia/Pacific branch of IDG's Global Web Support Center holds its first meeting in Hong Kong. Among the 30 attendees are IDG Hong Kong Managing Director ***Micaela de Almeida****, IDC Philippines Managing Director and WS Computer Publishing Corp. VP* ***Delia Gutierrez****, Computerworld Hong Kong Associate Publisher* ***Vera Chan****, IDG Japan Web Coordinator* ***Sachiko Nishihara*** *and IDG Japan Managing Director* ***Setsuro Tamai****.*

APRIL

During the past few months IDG Sweden has launched four new Web sites: JobUniverse.se (serving the global recruitment market), Itaktier.se (online investing), booksonline.idg.se (e-commerce) and plus.idg.se (a community-oriented collection of services), bringing to 24 the total Web sites the company manages.

*Macworld Editor-in-Chief **Andy Gore** and PCWorld.com Managing Editor **Rebecca Freed** accept their awards as IDG takes top honors in seven categories at the prestigious Maggie Awards, sponsored by the Western Publications Association. Wins by InfoWorld, Macworld, PC World and The Industry Standard make IDG the most-honored technology media company at the event.*

GamePro is ranked as fourth largest male teen magazine in the U.S., according to a survey by Teenage Research International, and it is the market leader in the video and computer gaming industry with more than three million readers.

Johannesson

IDG's new licensing partner from Iceland, **Benedikt Johannesson**, acquires the publishing rights for *Tolvuheimer* (*PC World Iceland*), a five-year-old publication.

Twenty newly-minted graduates of the Publishing Institute, representing 16 IDG business units from four countries, joined close to 300 senior IDG executives who have emerged from an intensive week of training with an enhanced understanding of strategic and global issues facing IDG's business units worldwide.

*Computerworld produces Storage Networking World conference in conjunction with the Storage Networking Industry Association. "All aspects of Storage Networking World Spring 2000 exceeded our already high expectations," said Larry Krantz, SNIA chairman of the board, pictured above (right) with **Ron Milton**, general manager of Computerworld's Enterprise Business Solutions Unit.*

PCWorld.com launches consumer advice section (www.pcworld.com/consumer).

McKean

PC World Communications, Inc., names **Kevin McKean** vice president and editorial director at PCW.

Twenty-two employees from 12 U.S. business units attend the U. S. Publishing Institute in Half Moon Bay, Calif., for a broad-based look at IDG.

10+ years

Mabel Jackson, 33 • Nancy Mallette, 21 • Ann Finn, 19 • Michael Masters, 19 • Valerie Sanclemente, 16 • Karen Lincoln, 16 • Carlos Alberto Pereira, 16 • Ed Acly, 16 • Yanick Robain, 16 • Penny Winn, 16 • Grace Castro, 15 • Norma Tamburrino, 14 • Carole Zozaya, 14 • Judit Fulop, 14 • Kazuhiko Kajihara, 14 • David Bromley, 14 • Nancy Grant, 13 • Patricia Sims, 13 • Norma Mena, 12 • Patricia DeBiase, 12 • Richard Pastore, 12 • Lotte Davidsen, 12 • Kirk Campbell, 12 • Graca Sermoud, 12 • Crawford Del Prete, 12 • Catherine Priori-Boisadam, 12 • Gabriele Arioli, 12 • Bob Ainsworth, 12 • Åke Boman, 11 • Robert Sawdon, 11 • Margarita Chiango, 11 • Judy Bonasoro, 11 • Anthony Picardi, 10 • John Kelley, 10 • Claudia Sans, 10 • Myriam Contreras, 10 • Ken Xie, 10 • Alessandro Degli Occhi, 10 • Hans Koniges, 10 • Susanne Kirmaier, 10 • John Kilcullen, 10 • Cheryl Asselin, 10 • Gabor Revesz, 10 • Maria Rosa Rodriguez, 10 • Denise Haines, 10

Making headlines

The first, but definitive, judicial shoe dropped in the Microsoft antitrust case brought by the U.S. government, when the judge's conclusions of law in the case found that the company maintained its monopoly power by anticompetitive means.

i-biz

Ganadores

LAS 50 CARAS DE INTERNET

Annika E.K. Alford

i-biz magazine, a Dow Jones publication, names IDC Latin America's **Annika Alford**, program mangaer for Internet research, one of the 50 most influential people affecting the growth of the Internet in Latin America.

SystemWorld
Los 10 mandamientos antes de llevar la PC a reparar
Indra apuesta al desarrollo tecnológico de Venezuela
Nuevos Productos

With the launch of *SystemWorld*, IDG Venezuela becomes the country's only publisher of a large-circulation title for the non-professsional or small office/home office user.

> *"We are a catalyst to high-level thought, conversation, information-sharing and strategic networking opportunities between executives who are charting the future of the industry."*
>
> *– Lia Lorenzano-Kennett, president, IDG Executive Forums*

> *"Some compare [The Webby Awards] to the Oscars, but I see us as the antidote to the Oscars. Acceptance speeches are limited to five words and attendees arrive dressed as a reflection of the Internet's wide-ranging, independent spirit — boas are as likely as ties."*
>
> *– Webby Awards President Tiffany Shlain*

IDG Books stages a coast-to-coast 10th birthday party, which includes the official opening of a bigger and better IDG Books building in Indianapolis. IDG Books Chairman ***John Kilcullen*** *(left) and IDG Chairman* ***Pat McGovern*** *snipped the ribbon at the festivities.*

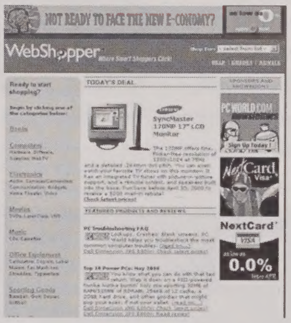
IDC
Analyze the Future

IDC's **Meredith McCarty Whelan** (left) and **Clare Gillan** were among the speakers at the sold-out AppSourcing Forum, "Managing and Growing a World-Class ASP Business," which debuted in San Francisco with the aim of helping the 515 attendees make sense of the emerging, multi-billion-dollar application service providers' market.

MAY

Network World Germany organizes first Netzwerktage (Network Days) conference. The invitation-only event attracted 150 readers specializing in voice/data convergence.

IDG.net agrees to supply IT news to Yupi.com (www.yupi.com), a leading network of Spanish-language sites.



Thanks to a new arrangement with PriceScan, links between WebShopper and PCWorld.com are now live, and online readers can click on a "Check latest prices" link to get a price list on the product they're reading about.

Making headlines

The worst day of the year for many network administrators dawned in Asia, as users on corporate networks received unexpected "love letters" from colleagues and associates. The VBscript ILOVEYOU virus-worm hybrid, which originated in the Philippines, spread rapidly across Europe and then the U.S. and wreaked havoc on companies wherever it went.

The NETWORKED World

ITworld.com and *Network World* team up to produce a live monthly Webcast, "The Networked World."

IDG.net inks agreement with Deja.com, a leading provider of comparison shopping resources, that will integrate product reviews from IDG.net's network of 270 Web sites into Deja.com's Precision Buying Service.

COMPUTERWORLD
COMPUTERWORLD

Czech Computerworld's staff proudly displays the 10th anniversary issue of the publication. From its modest beginnings as a 16-page black-and-white fortnightly, Czech CW has blossomed into a full-color weekly with a print run of 23,000 and a staff of almost 20.

Kelly

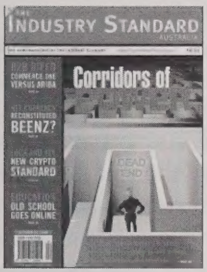
Close to one year after IDG Communications was formed to improve operating results at IDG's U.S. publications and create an effective sales network, its mission has been accomplished. The name IDG Communications is retained to represent IDG's U.S. sales network, and **Joan Kelly** is named president of the group.

Webby Awards 2000

Tiffany Shlain, president of The Webby Awards, Inc., welcomes more than 3,000 denizens of the new media world to the Webby Awards, the Internet world's pre-eminent awards program, held for the fourth consecutive year in San Francisco.

IDG World Expo/Munich's ComNet Prague, the leading business-to-business event in Central Europe, attracts 20,000 attendees and 150 exhibitors from 10 countries.

IDG's Corporate Services Group in Framingham, Mass., holds its second annual Customer Appreciation Week.



IDG Australia launches first international version of *The Industry Standard*. A companion Web site (www.thestandard.com.au) debuted in February.

One hundred and nine *PC World*-ers trade great ideas at the PC World Global Product Line meeting, hosted by *PC Advisor* in London.

IDG forms alliance with the Infopro Group, Taiwan's leading IT media company. IDG will become a shareholder in Infopro, which will acquire licensing rights from IDG to publish *Computerworld/InfoWorld Taiwan*, *PC World Taiwan* and related online services in Taiwan.

10+ years

Ney Kruel, 22 • Robert Wescott, 22 • Sinval Silva, 20 • Christian Mahler, 20 • Dorothy Adams, 17 • Mette Lautrup, 17 • Michelle Reyes, 17 • Susan Searle, 16 • Jill Stevens, 16 • Diana LaLumiere, 15 • Don Best, 15 • Bob Ostrow, 14 • Michael Deutsch, 13 • Mary Musgrave, 13 • Julio Attala, 13 • Stephen Lennox, 13 • Anthoula Andrisani, 12 • Bruce Buckman, 12 • Vicki Peilen, 12 • Vibeke Whitehead, 12 • Judy Schultz, 12 • Joan Kelly, 12 • Carol Hildebrand, 11 • Eric Cormier, 11 • Anthony Doesburg, 11 • Kim Nash, 11 • Basilio Rodriguez, 11 • Brian Clarke, 11 • Ilona Dietrich, 11 • Ginny Pohlman, 11 • Sergio Rizzi, 10 • Juliana Davis, 10 • Judith Mallman, 10 • Camilla Ringqvist, 10 • Hans Henrik Brunnmayr, 10 • Svenja Mohn, 10 • Franz Josef Reismann, 10 • Ruggero Vota, 10 • Virginia Hutton, 10 • Margaret McAvenia, 10 • Donna Vieraitis, 10 • Adele Lee, 10 • Gigi Wang, 10 • Grant Clothier, 10 • Julianna Davis, 10 • Mandy Tse-Wong, 10

IDG Denmark's Computerworld Online (www.computerworld.dk) wins the prize for the best content on the Internet in Denmark at the Reboot 3.0 awards ceremony, the country's most important Internet awards event. Celebrating are (L-R): Journalist ***Kim Ingemann****, Journalist* ***Malene Grouleff****, Illustrator* ***Katrine Bertelsen****, Mikael Bertelsen (a well-known Danish TV talk show host and emcee of the Reboot awards — and no relation to Katrine) and Journalist* ***Kim Elmose****.*

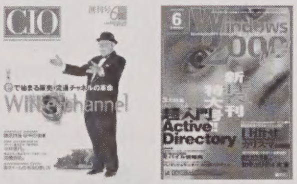
PC World's readership leaps to an all-time high of 6.5 million.

IDG Conference Management Co. changes its name to IDG Executive Forums.

GLOBAL INTERNET SUMMIT

The Industry Standard launches the invitation-only Global Internet Summit in Barcelona for 600 senior-level business leaders, predominantly from Europe.

IDG Italy signs agreement to provide IT-related content to the Computer Channel section of Ciaoweb (www.ciaoweb.it), the Fiat Internet portal launched last year.



IDG Japan launches *CIO* and *Windows 2000 World*. *CIO Japan* hosts its first CIO Executive Seminar for 280 high-level corporate executives and journalists.

media.summit℠

The Industry Standard hosts its first Media Summit, in conjunction with *New York* magazine. More than 300 senior-level business leaders from the business side of film, television, publishing, advertising, music and other industries discuss how the Internet is transforming media.

More than 110 employees from 20 IDG business units attend the seventh IDG European Online meeting in Warsaw, Poland, the first organized by the IDG Global Web Support Center's new team based in the Netherlands and New Zealand.

INFOWORLD CTO FORUM
TURNING INTERNET HYPE INTO BUSINESS REALITY

InfoWorld Media Group Inc. steps in to support the newest member of the "C" club – the chief technology officer – with a new event, the CTO Forum in San Francisco, The company also launched a new quarterly magazine, *CTO First Mover*.

IDG Czech Managing Director ***Ivan Novotny*** *(left) makes a point during a discussion with* ***Miguel Angel Gomez****, editor-in-chief of IDG Spain's Dealer World, at the IDG European Publishing Institute. EPI is now in its seventh year and provides high-achieving mid-level managers with a broader understanding of the publishing function in general and IDG's varied businesses worldwide.*

PC World and *Network World* each earn Merit Awards from the prestigious Society of Publication Designers competition.

IDG Hungary hosts more than 400 readers, race car drivers for a day, at the first *Computerworld Szamitastechnika* Racing Cup.

> *"We have met the news, and it is us."*
>
> *— Jim Ledbetter, New York bureau chief for The Industry Standard, writing about sale of 15% of the company for $30 million in private-equity financing.*

JUNE

"IDG.net brings the best of IDG – targeted, quality, user-specific information – to the user in the most efficient way possible."

– Jeff Julian, IDG senior VP/ Internet development and publisher of IDG.net

ITworld.com and IDC collaborate on a weekly Webcast featuring top IDC analysts who discuss the latest IT market, business and technology trends.

CIO Communications changes its name to CXO Media Inc. to better reflect the broadening of its reach beyond the chief information officer audience that it has served since 1987.

darwin
Don't Tell Dad...

CXO Media launches *Darwin*, a monthly publication and companion Web site (www.darwinmagazine.com) to help demystify the world of IT and help business executives understand and master the technology tools and concepts that are fueling changes in today's business environment.

PC World East Africa publishing partner ***Bobby Gadhia*** *earns Entrepreneur of the Year honors. Gadhia, CEO of Personal Computer World in Nairobi, Kenya, has been publishing PC World East Africa since April 1999.*

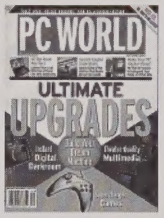
IDG's U.S. IS managers gather for the 10th IS Council meeting to review IS issues of common interest, tackle technical challenges and share ideas on how to collaborate.

IDG's Iranian partner, Group of Scientific and Research Publications (GSRP), takes top honors at the Tehran International Book Fair for its booth, which featured hundreds of IDG Books' English-language computing titles. GSRP also publishes *PC World Iran*.

LinuxWorld (www.linuxworld.com) is named one of the Top 100 Linux Web Sites by *Linux Magazine*.

Four Chicago-based IDG Books employees participate in citywide community volunteer serva-a-thon organized by Chicago Cares. Pictured above are: Acquisitions Editor ***Karen Doran****, Acquisitions Coordinator* ***Lisa Roule****, Business Development Manager* ***Katie McGowan*** *and Senior Acquisitions Editor* ***Holly McGuire****.*

IDG is the most honored publisher at the annual ASBPE awards ceremony with five publications taking home 21 national awards in 14 categories. Publications honored included: PC World, Network World, Computerworld, CIO and Federal Computer Week. Displaying four of the eight ASBPE awards received by PC World are (back row, (l-r): ***Liane Gouthro****, staff editor;* ***Harry McCracken****, executive editor; and* ***Randy Ross****, executive editor. Front row (l-r):* ***Tom Spring****, senior reporter, and* ***Eric Bender****, executive editor.*



PC World surpasses *PC Magazine* to become the largest circulated computer magazine in the world, according to ABC Fas-Fax Report. *PC W*'s total average paid circulation grew to a record high of 1,268,016.

Five IDG journalists are named to the "most influential" IT journalists in the U.S. list compiled by *MC* magazine. IDG also makes strong showings in several other of *MC*'s rankings, including nine titles in the "Top 50 Publications" list and two (*The Industry Standard* and *PC World*) in the Hottest Tech Media list.

IDG Bulgaria organizes first e-Defense Forum for country's top military officers. The one-day forum attracted some 60 attendees interested in learning more about the various components of the technology employed by NATO nations.

IDG establishes an Events Global Support Center (EGSC), led by **Jim Paolillo**.

10+ years

Therese Bergstrom, 24 • Debbie Sobin, 22 • Cindy Delany, 20 • Robin Robison, 20 • Matt Smith, 20 • Marilena Goncalves Maia, 20 • Patricia Keefe, 19 • Arline Clements, 18 • Debbie Waters, 18 • Derek Hulitzky, 17 • Carol Miller, 16 • Richard Buroni, 16 • Doug Barney, 16 • Mitch Hayes, 16 • Andreas Dunse, 15 • Rudolf Schuster, 15 • Walter Kainz, 15 • Egon Margraf, 15 • Helmut Sedlmeier, 14 • Pim Bilderbeek, 14 • Dagmar Batschat, 14 • Martin Hingley, 14 • Susan Egan, 14 • John Robison, 14 • Rich Mikita, 14 • Bob Brewin, 13 • Rex Farrance, 13 • Irmtrud Schäfer, 13 • Gary Anthes, 13 • Norman Noble, 13 • Frank Hahn, 13 • Eileen Lobaugh, 13 • Faith Marcello, 13 • Susanne Kratoschka, 13 • Michael Nerke, 13 • Gaby Kirschbaum, 13 • Karin Tzschentke, 12 • Kelly Ackley, 12 • Julie Gilbert, 12 • Debra Brown, 12 • Susan Kusnic, 12 • Lottis Bergsson, 12 • Terry Barnes, 12 • Paul King, 12 • Rebeca Liss, 12 • Alan Farias, 12 • Jose P. Martinez, 12 • Andrew Sambrook, 12 • Lois Leuthner, 12 • Bob Pinchin, 11 • Meg Rogers, 11 • Robin Robinson, 11 • Janet King, 11 • Maryfran Johnson, 11 • Francisco Sanchez, 11 • Robert Peterson, 11 • Clare O'Brien, 10 • Linda Clinton, 10 • Bea Horváth, 10 • Ica Rodriguez, 10 • Henry Pham, 10 • Mary Porter, 10

Week of December 18, 2000

VP, Business Development (CW)

Computerworld is seeking a VP, Business Development to join its senior management team. The primary focus of this position will be growing the online business. This role requires an entrepreneur who can cobble the existing products and services with a new generation of products and services that are currently in a conceptual stage into a business that will generate significant revenues and profits for Computerworld. Specific responsibilities include establishment of a long-term strategic direction for product development; development of the product(s) coordinating with both external developers and internal resources; creation of strategic alliances with external content and service providers; generation and coordination of an aggressive marketing campaigns. Qualified candidates will possess a strong marketing background, internet experience, 5-10 years of senior management experience, and very strong communication skills. Other critical characteristics would include the ability to anticipate future client needs, strong leadership skills and great presentation skills. This position does require travel. *Location: Framingham MA*
Contact: P. Sheer, Fax: 508-879-3760, Phone: 508-820-8162, Email: psheer@computerworld.com

Facilities Coordinator (CXO)

CXO Media Inc. is seeking a Facilities Coordinator. Responsibilities include: sorting and distributing mail, FedEx UPS, and interoffice/intercompany mail according to department schedule; shipping and receiving; moving furniture; and set-up and maintenance of conference and storage rooms. Candidates must be well organized, able to juggle multiple tasks and have the ability to communicate effectively with all levels of staff. Valid MA driver's license with a good driving record and ability to lift 50 lbs. and maneuver 150 lbs. is required. Knowledge of Lotus Notes preferred.
Location: Framingham MA
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Online Producer (CXO)

CXO Media Inc. seeks an experienced web professional with a strong set of consulting, technology and business skills to play a key role in the development, deployment and support of online initiatives. Excellent communication and technical skills and 3+ years experience required. Must be a strong team player and be able to juggle multiple projects.
Location: Framingham MA
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Business Development Manager Asia Pacific (IDC)

The Business Development Manager will be responsible for both Global and Regional accounts, from and external perspective. This individual will work very actively with North American-based Global accounts to ensure that Asia Pacific products are presented and communicated in a professional and accurate manner. Although we have a sales team based in Asia that would be responsible for the regional offices of IDC Global accounts, the geography adds another level of complexity as it relates to coordinating and communicating with corporate headquarters based in North America. The Asia Pacific team located in North America will help in removing this barrier to success. *Location: Mountain View CA*
Contact: G. Lawrence, Fax: 508-935-4432, Phone: 508-935-4137, Email: glawrence@idc.com

Sr. Business Development Manager Asia Pacific (IDC)

The Senior Business Development Manager will be responsible for both Global and Regional accounts, from an external perspective. This individual will work very actively with North American-based Global accounts to ensure that Asia Pacific products are presented and communicated in a professional and accurate manner. Although we have a sales team based in Asia that would be responsible for the regional offices of IDC Global accounts, the geography adds another level of complexity as it relates to coordinating and communicating with corporate headquarters based in North America. The Asia Pacific team located in North America will help in removing this barrier to success. *Location: Framingham MA*
Contact: G. Lawrence, Fax: 508-935-4432, Phone: 508-935-4137, Email: glawrence@idc.com

Applications Developer (IDC)
IDC's Software Research Group is looking for an Applications Developer to support the market research efforts through the development of Internet infrastructure and applications. The focus of this position will include the development, implementation, and maintenance of internal applications (Lotus Notes, Access, etc.) for use by IDC analysts. The position will also be responsible for assisting with the external applications for use by IDC customers. The ideal candidate will have experience in many key areas of application development, including: relational database technology, scripting languages, Java, HTML, and web site design. A BS/BA degree in a related field is required. The candidate should possess 3+ years of application development experience or have the equivalent in related course work.
Location: Framingham MA
Contact: D. Leone, Fax: 508-935-4432, Phone: 508-988-6866, Email: dleone@idc.com

Desktop / Network Support Specialist (IDC)
Reporting to the Manager Desktop Services, Information Technology, this high touch position will provide high levels of technical service to IDC's US employees. Using state-of-the-art desktop management applications, you will be part of a high performance desktop services team that delivers outstanding customer service to its internal clients. You will also be involved in deploying new and upgraded PC's to internal users, as well as developing new methodologies for delivering systems. Technical requirements - you will be expected to be or become conversant with all aspects of IDC's technical infrastructure, including Windows 95/NT/2000, Novell NetWare 5.x, Microsoft Office 97/2000, Lotus Notes 4.6x/5.x, Laptop technology, Smart hand-held devices. Other Requirements - Heavy and frequent lifting may be required. Energetic with two to three years of experience supporting and configuring PC hardware, software, and networking. Must have strong troubleshooting skills and thorough understanding of MS Office, Windows, and PC hardware. Must enjoy working with people and learning new technologies. *Location: Framingham MA*
Contact: D. Leone, Fax: 508-935-4432, Phone: 508-988-6866, Email: dleone@idc.com

Sr. Systems Administrator (IDC)
As a leading member of a team including systems administration and engineering, you will be responsible for insuring that IDC's global systems infrastructure is robust, reliable and flexible. One of your primary responsibilities will be as a key contributor in the design, implementation and support for IDC's domestic and global network environment. Knowledge of Directory Services, Solaris, Linux, Windows NT and network management technologies is critical. Experience with Oracle and Cisco technologies is a strong plus. A thorough understanding of complex systems environments is essential, including the ability to integrate disparate systems environments. Must have strong project management skills and experience. Formal education in project management methodologies is preferred. Must want to be a part of and contribute to a strong process-driven team. You will be expected to become conversant with all areas of IDC's systems infrastructure and to provide 2nd and 3rd tier support as needed. Strong communication and documentation skills are expected. Limited off-hours and weekend work will be required. A customer service attitude is essential. Should be a strong champion of technology. Experience required includes 7+ years of systems and network administration in a complex, multi-server, multi-NOS environment. BA/BS or equivalent experience required.
Location: Framingham MA
Contact: D. Leone, Fax: 508-935-4432, Phone: 508-988-6866, Email: dleone@idc.com

Research Editor (IDC)
Publishing Services & Technologies (PS&T) seeks a talented, independent Research Editor for projects on the IT industry. Responsibilities include editing text and tabular material online and on hard copy, working with authors to fine-tune their writing, datachecking, and proofreading documents before publication. Strong Microsoft Office Suite skills, especially Word and Excel, are required. The ability to work under tight deadlines and to juggle many projects at once is a must. A Bachelor's degree and three to five years of experience in a technical environment are preferred.
Location: Framingham MA
Contact: J. Klepper, Fax: 508-935-4432, Phone: 508-935-4143, Email: jklepper@idc.com

Director, Mobile & Small Business Communications (IDC)
IDC is currently looking for a Program Director to manage and develop subscription research programs covering mobile communications services, mobile Internet access, residential telecommunications and small business telecommunications. Specific responsibilities include managing a team of research analysts with the scheduling and development of research projects and reports, contributing to consulting projects, working with sales force to develop and convert prospects and contributing to broadband research and IP telephony research.
Location: Framingham MA
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Research Analyst, Leasing Evaluation Service (IDC)

IDC's Leasing Evaluation group has an opportunity for a high-energy team player. The ideal candidate will be able to predict the future value of investments in technology assets and articulate to our clients the rationale behind the numbers. Research analysts are responsible for independently forecasting the residual value of a variety of server products and publishing current fair market values for these same products. Frequent contact with clients, leasing companies and re-marketers of computer equipment via phone is a critical part of the job. In addition, research analysts are responsible for writing comprehensive research reports and periodic news flashes. This position requires a good understanding of financial concepts and technology, as well as excellent communication and project management skills. Knowledge of the technology leasing business is a plus. Bachelor's degree in economics, finance or computer sciences is desired together with advanced spreadsheet modeling skills. This position is based in our Framingham, MA office.
Location: Framingham MA
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Sales Associate (IDG Comm)

The Sales Associate will provide multi-functional support to two Vice Presidents/Business Development. The Sales Associate will maintain client files, provide ongoing customer service to clients, conduct analyses, and provide general administrative and office support. Strong PC skills (word processing and spreadsheet) and top-notch organizational and communication skills are required. Candidates must be professional, flexible, motivated to learn, and able to work well under pressure. Familiarity with publishing and/or advertising would be ideal. *Location: San Francisco CA*
Contact: S. Wu, Fax: 415-243-3694, Phone: 415-243-3503, Email: su-tsen_wu@idg.com

Marketing Coordinator (IDG/WEC)

As an intricate part of the Marketing Team, you will assist in the production of direct mail materials and show guides. The successful candidate will manage outside vendors, coordinate Web site content, coordinate sales materials, write promotional copy and work well in a team environment. This position demands a detail-oriented, assertive communications professional with 2-3 years of experience in product or direct marketing and in marketing communications. Trade show experience helpful. *Location: Framingham MA*
Contact: C. Cotter, Fax: 508-935-4600, Phone: 508-935-4605, Email: ccjobs@idg.com

Sales Associate (IFW)

The Sales Associate will provide multi-functional support to the sales team based in Irvine, CA. The Sales Associate will maintain sales/client files, and databases, provide ongoing customer service to clients, facilitate ad production and provide general administrative and office support. Requires 2 yrs business experience including excellent phone skills and strong PC skills (wordprocessing, spreadsheet and database systems). Familiarity with the Microsoft Office, Lotus Notes, ACT! systems. Candidates must be flexible, motivated to learn and able to manage multiple priorities.
Location: Irvine CA
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

Research Analyst (IFW)

InfoWorld Media Group seeks dedicated Research Analyst to conduct analyses of syndicated research studies and manage other research projects. Working closely with our highly visible Research team, you will analyze and interpret data from Ad Measurement studies, Focus Groups and web-based research on the Internet Economy. The ideal candidate will possess exceptional analytical skills, an ability to write concise research reports and the ability to research and analyze Internet trends and e-commerce solutions. Requires strong organizational skills, attention to detail and ability to work on multiple projects at once. Knowledge and understanding of different research methodologies desired. BA/BS Degree is essential; as is computer proficiency in Microsoft Word, Excel and PowerPoint.
Location: San Mateo CA
Contact: B. Simkin, Fax: 650-312-0690, Phone: 650-312-0669, Email: resumes@infoworld.com

NT/Desktop Administrator (Itworld)

ITworld.com is seeking a NT/Desktop Administrator for our Southborough office. One to two years' NT experience preferably Microsoft certified. Experience in UNIX and TCP/IP would be a decided plus. Duties include NT server administration, workstation configuration and trouble-shooting, providing systems back up, and working with users to set up and configure NT based applications. *Location: Southborough, MA*
Contact: J. Davidson, Fax: 508-303-9788, **Phone:** 508-269-2964, Email: jobs@Itworld.com

Making headlines

Last year's mega-mega merger hit a a couple of hurdles even Bernie Ebbers couldn't clear: the president and CEO of Worldcom Inc. was foiled in his plans to acquire Sprint Corp. for $129 billion by both the U.S. Department of Justice and European Union regulators.

IDG's Global Web Support Center relaunches with a host of new features at www.supportcenter.com for employees who want to learn more about the Web and IDG's online endeavors.

Computerworld
Butler ohne Hand und Fuss

Computerworld Schweiz celebrates its 15th anniversary as the leading local publication for Swiss CIOs and IT decision-makers with a new design, a new editor-in-chief (**Karlheinz Pinchler**) and a party for 400 partners, clients and staff.

IDG Communications staff in San Francisco spends a day with a group of visiting professors from China who want to learn about life at a U.S. corporation.

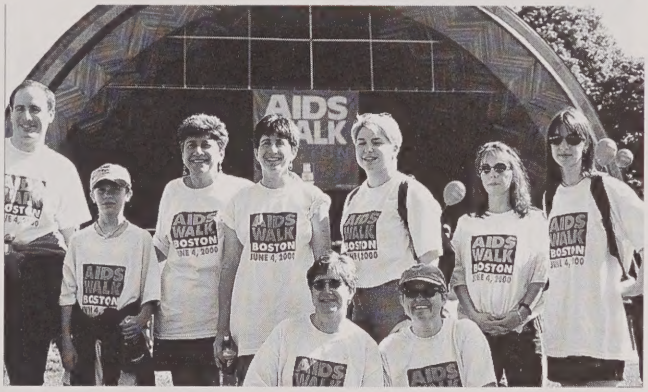
PC WORLD
PC WORLD

PC World names winners of its 18th annual World Class Awards, honoring the year's leading hardware, software, networking and Internet products at an invitation-only ceremony at PC Expo in New York. Above, *PC World* Editorial Director **Kevin McKean** presents Associate Editor **Grace Aquino**, Executive Editor **Harry McCracken** and Staff Editor **Eric Dahl** with their own World Class Award for their work on the magazine's awards story.

New Zealand's 18-month-old *Unlimited* magazine takes top honors in the country's prestigious Qantas Media Awards for Best Publication Trade/Professional. In addtion, the publication took home first place for Best Magazine feature, information technology and was a finalist for Magazine Cover of the Year, Best Columnist and Best Editorial. Celebrating *Unlimited*'s success at the recent Qantas Media Awards are (sitting, l-r): **Nikki Mandow**, business editor; **Megan Colquhoun**, art director; **Natalie Winter**, designer; **Rachel Rogan**, chief sub-editor. Standing (l-r): **Alec Brown**, business manager; **Vincent Heeringa**, editor; **Mike Oughton**, advertising manager.

THE INDUSTRY STANDARD
THE NEWSMAGAZINE OF THE INTERNET ECONOMY
FUNKY MUSIC WARNER S ODD BID FOR EMI
ON THE INTERNET
SONY MAY SPIN OFF PLAYSTATION.COM
THESTANDARD.COM
Gallo SALAME
SALAI

The Industry Standard has a year's lease on this huge billboard in San Francisco – one of the largest in California. Its size symbolizes the enormous gains the business unit has realized this year, which includes 10 million deliveries every week of its 19 online newsletters and more ad pages run in a six-month period than any publication in the history of U.S. publishing (4,164 from January to June 2000).



Boston-area employees raise more than $7,000 for fight against AIDS in the 15th annual AIDS Walk. Above, members of the IDG team include ***Rob Troemner****,* ***Michael Robert****,* ***Sandy Weill****,* ***Ellen Friedman****,* ***Erica Driscoll Ribeiro****,* ***Jayne Powers****,* ***Michele Nealand****,* ***Deb Goldstein*** *and Julie Levesque.*

Computerworld, IDG Global Solutions, Microsoft and Compaq close out a year-long collaboration on Windows2000 Advantage, a Web site/print magazine package that promotes Windows NT and Windows 2000 on Compaq's systems.

Welcome to
COMPUTERWORLD
100 PREMIER
IT LEADERS

Computerworld Editor-in-Chief ***Maryfran Johnson*** *welcomes honoree Ann Deligatta at CW's first Computerworld Premier 100 IT Leaders Conference.*

> *"We're serving the fastest-growing major market in the world, our market will be the world's largest in the 21st century, and our focus will remain the same: ensuring our success by making our customers successful."*
>
> — IDG Chairman Pat McGovern

> *"PC World has won more than 60 accolades for editorial excellence since 1995. In fact, our editorial staff has won more awards than its competitors combined, including back-to-back Grand Neal Awards from the American Business Press."*
>
> — Jeff Edman, commenting in a July 10 Executive Q&A column

JULY

PC World editors appear on "Dateline" to discuss findings from their collaborative investigation into the PC repair market. During the course of the investigation, *PC World* journalists **Anush Yegyasarian** (above left), **Harry McCracken** (above right) and **Dan Tynan** went undercover, posing as average consumers, and took their non-functioning PCs to chain outlets and independent stores in six states. They found more than half the repairs they commissioned were botched and/or overpriced.

Thibeault

Eleven-year Network World veteran **Evilee Thibeault** named CEO at Network World.

IDG Global Solutions reorganizes along regional lines and names **John O'Malley, Peter Mylchreest**, and **John Tan** to head up IGS operations in Europe, Middle East and Africa; the U.S. and Asia, respectively.

O'Malley

Mylchreest

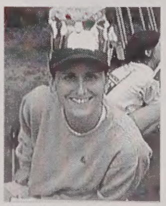
Tan

PC World Latin America honors the best IT products and services in Latin America at its second annual PC World Latin America Awards. Co-sponsored by IDG Global Solutions, the gala event attracted more than 200 guests from the region's biggest IT companies as well as from up-and-coming firms serving the rapidly growing Latin American market.

Thackray

Standard Media International appoints former Miller Freeman U.K. Ltd. Executive Director **Neil Thackray** to the post of CEO at London-based Standard Media Europe, which plans to launch *The Industry Standard Europe*.

IDG Books announces plans to team up with Simplicity Pattern Co. to produce a series of *For Dummies* craft, home decorating, kids' apparel and accessory patterns. The pattern collection is due in stores early in 2001.



Hacker

San Francisco area employees raise $17,645 in the 14th annual 10-kilometer AIDS Walk through Golden Gate Park. PC World Online Billing Manager **Diane Hacker** was the leading IDG fundraiser with $3,110 in pledges.

Making headlines

The popular peer-to-peer music file sharing service, Napster, stayed alive despite legal attempts by the Recording Industry Association of America to shut it down while the RIAA pursued its copyright violation case against the startup-cum-campus-cult.

Network World teams up with sister publications in Paris, Brussels and Munich to introduce the "State of the LAN" Town Meetings in Europe. The tour attracted more than 350 paid registrants overall and included a keynote speech, vendor presentations and roundtable discussions.

Staff at Computerwoche Verlag GmbH in Munich assume responsibility for the JobUniverse project, originally launched by IDG's Irish licensee Computer-Scope, Ltd. With more than 20,000 job postings from 13 international IDG Web sites merged into one database searchable in English by country or global region, JobUniverse is designed to serve as a central aggregation point for content from all of IDG's recruitment sites worldwide.

The Industry Standard takes its hugely popular Rooftop Party on the road with a gala event at Boston's new U.S. Federal Courthouse building. More than 700 Internet professionals turned out for the invitation-only event overlooking Boston Harbor.

10+ years

Kathy Dinneen, 27 • Michael Freeland, 23 • Barbara Adamson, 17 • Seppi Heber, 17 • Katerine Soltis, 17 • Sherry Driscoll-Coleman, 16 • Steve Ireland, 15 • Egon Margraf, 15 • Ralph Finos, 14 • Karin Quack, 14 • Ken Hoyt, 14 • Jim Falanga, 14 • Wally Clegg, 14 • Helmut Sedlmeier, 14 • Corinne Schmidt, 14 • Karin Reitberger, 13 • Kimberly Schuberthan, 13 • Kathleen Demko, 13 • Kevin Burden, 13 • Tammy O'Sullivan, 12 • Lyn See, 12 • Judy Callahan, 12 • Caroline Craig, 12 • Maria Martek, 12 • Abbie Lundberg, 12 • Harald Brechtl, 12 • Michelle Wong, 12 • Claire Scanlan, 11 • Carol Benioff, 11 • Jan-Bernd Meyer, 11 • Hans-Albrecht Simon, 11 • Mark Cappel, 10 • Wally Palmer, 10 • Scott McLarnon, 10 • Richard Willoughby, 10 • Tracey Capen, 10 • Carin Stahl, 10 • Petra Hermann, 10 • Torben Sørensen, 10 • Julio Vial, 10

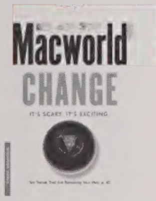
IDG Australia's *Australian Reseller News*, the country's leading channel publication, reinvents its ARN Live Wire site as the Web portal site ARNnet (www.arnnet.com.au), Australia's first channel portal offering IT information, business news and product and distributor content aggregation.

Peoples

Ferguson

Orakwue

Four Framingham, Mass.-based employees honored with IDG Corporate Boviard STAR Awards. The awards, presented twice a year, honor outstanding Service, Teamwork and Results. Winners include: IDG Research Services Research Manager **Michele Peoples**, IDC Senior Credit Analyst **Doreen Ferguson**, IDG Staff Accountant **Ify Orakwue**, and IDG Training and Development Specialist **Connie Raleigh**.



Macworld

CHANGE

IT'S SCARY. IT'S EXCITING

Macworld Expo attendance jumps 33% from last year's New York show with 61,250 showgoers from more than 70 countries descending upon the city's Jacob Javits Center to check out the latest in Mac technology from more than 400 hardware, software and Internet product vendors. *Macworld* used the event to debut its new design.

AUGUST

INTERNET STANDARD

TV3: Internet soll «Big Brother» beflügeln und den Sender retten

IDG Switzerland launches *Internet Standard*, a 32-page newspaper-size weekly with an initial circulation of 17,000. The company is targeting a circulation of 42,000.

IDG announces record U.S. ad page growth and market share gains for the first half of 2000. According to Auditor, IDG's U.S. ad pages grew by 49%, more than double that of the market and its nearest competitors. The company also announced that ad revenue gains in Europe, Middle East and Africa for the quarter ended March 31, put IDG's share of ad pages in the region at more than twice that of its nearest competitor, VNU.

IDG New Zealand borrows a page from *The Industry Standard*'s party book and throws a "Grok" party to help build awareness of its new Internet umbrella brand, IDGNet.

Macworld steps forward as a key corporate sponsor of a Bay Area group of adventure racers, including former *Macworld* Editor Michael Penwarden, who are competing in this month's Eco-Challenge 2000 in Northern Borneo. In addition to the worthy social goal of supporting the group's effort to focus attention on the environment, *Macworld* will also benefit from the wide exposure its brand will get during the 12-day televised event.

IDG World Expo/Asia draws close to 100,000 visitors to Digital World 2000 in Hong Kong. The annual consumer-oriented expo showcases the latest developments in audio-visual, entertainment, education, communication, multimedia and computing.

INTERNET SUMMIT

The Industry Standard convenes second summit to explore what's next for the new economy. More than 700 CEOs and other high-level Internet executives and venture capitalists joined the CEOs of some 60 leading Internet firms including Amazon, America Online, eBay and Yahoo! at the invitation-only three-day event.

Welcome to
LINUXWORLD
CONFERENCE & EXPO

More than 20,900 attendees and 200 exhibitors descend on the sold-out San Jose Convention Center in California for the fourth LinuxWorld Conference & Expo.

> *"We'd better plant more trees."*
>
> *— CXO President and CEO Joe Levy, on the phenomenal success of Darwin, IDG biggest launch in 18 years.*

IDG Hong Kong shifts publishing strategy to deliver more IT content to Chinese-speaking business people and IT professionals by transforming *PC World Hong Kong* from a stand-alone English language publication to a Chinese-language supplement within *IT for SME*.

Making headlines

Japan's NTT DoCoMo Inc. signed up the 10 millionth subscriber to its I-mode wireless Internet service. With similar services based on WAP (wireless application protocol) washing out, Europeans looked on with envy; Americans were too busy playing "snake" on their cell phones to notice what they're missing.

> *"IDG is emulating the model that every media from radio to magazines to television has eventually followed: the specific overtaking the general, accommodating the different needs and expectations of distinct, targeted audiences. In this model, the IDG.net site is not a destination, but simply a gateway, an electronic newsstand, to get readers to the right site in the network."*
>
> *— IDG President and CEO Kelly Conlin*

Thirteen golfing enthusiasts from IDG Japan's 90-person staff headed to Chiba Yomiuri Country Club to vie for the annual IDG Japan Cup. ***Yuichi Tsujimura****, manager of the ad sales department, captured the low score at the employee-only event over the runner-up, IDG Japan President and CEO* ***Setsuro Tamai****. (Front, L-R):* ***Hideki Kojima****, ad sales;* ***Yuichi Tsujimura****,* ***Setsuro Tamai****,* ***Naohito Kato****, publisher, Windows 2000 World;* ***Shigeru Nakabayashi****, ad sales. (Back row, L-R):* ***Yuji Nishigori****, ad sales;* ***Nobuo Iehara****, World Expo;* ***Yasuhiro Watanabe****, ad sales,* ***Akiko Bando****, accounting;* ***Akira Honma****, ad sales;* ***Soroku Hatori****, executive assistant to the president;* ***Kazuhiro Hara****, e-Media;* ***Masato Tsuchiya****, convention marketing.*

More than 300 U.S. sales reps gather to cheer their accomplishments, share ideas and plan future strategy at IDG's third annual U.S. sales meeting in Scottsdale, Ariz. Above, the *Network World* sales team takes time out of the three-day meeting for some sightseeing at Arizona's Grand Canyon.

10+ years

Shirley Day-Kohn, 27 • Karl Heinz Zimmermann, 22 • Zvonimir Lepusa, 22 • Renate Giesen, 21• Averie Rosemark, 18 • Eduardo Ostan, 18 • Saiman Hui, 18 • Bengt Marnfeldt, 17 • Georg Sing, 17 • Carolyn Medeiros, 17 • Frances Benedict, 17 • Judy Sutter, 16 • Daniel Sommer, 15 • Hans Weber, 15 • David Hill, 14 • Judd Aschenbrand, 14 • Debra Brown, 14 • Chris Cuoco, 14 • Reinelle Hicks, 13 • Roseann La Bruno, 13 • Molly Leung, 13 • Deborah Norton-Goldfarb, 13 • Charlie Greco, 13 • So Fong Yip, 13 • Kevin Greene, 13 • Marlene Tobias, 12 • Philippa Grattan, 12 • Esther Van Dijk, 12 • Ellen Sanderson, 12 • Megan Santosus, 12 • Nancy Sheehan, 12 • Michael Malone, 12 • Phyllis Borden, 12 • Magnus Wallen, 11 • Heinrich Vaske, 11 • Simon Salamon, 11 • Gabriele Lange, 11 • Michael Klein, 11• Liesbeth Ruoff-van Welzen, 11 • Kelly Conlin, 11 • Josef Gruber, 11 • Brad Christenson, 11 • Lisa Wallace, 10 • Mitch Hayes, 10 • Sven-Erik Remmare, 10 •

IDG Chairman **Pat McGovern** and his wife Lore Harp McGovern open their home for "An Evening of Vision." Among the small group of invited guests were CEOs of emerging high-tech companies that participated in *InfoWorld*'s Cool Companies Hot Products advertising supplement.

Computerworld Singapore sponsors sixth annual Readers' Choice Awards to acknowledge the best new software and hardware in Singapore IT industry. The 36 awards, voted on by Computerworld readers, were presented at a black-tie ceremony held at Singapore's Ritz-Carlton Millenia and attended by 500 IT executives, industry analysts, voting CW Singapore readers and the local press. Above: the Computerworld Singapore team (L-R): ***Christopher Wong****, senior designer;* ***Wei En Ng****, staff reporter;* ***Solomon Emanuel****, features editor;* ***Eileen Yu****, deputy editor;* ***Gerald Wee****, senior editor; IDG Communications Singapore (previously CW Singapore's editor);* ***Ee Sze Tan*** *(previously editor of SME IT Guide).*

SEPTEMBER

ICe INTERNET COMMERCE EXPO

IDG World Expo organizes 10th edition of the Internet Commerce Expo (ICe) in the U.S. The sold-out exhibit floor featured more than 175 vendors and drew more than 10,000 attendees.

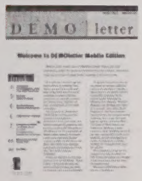
mobile
handdatorer

IDG Sweden rolls out *Mobile World*, a 10-times-a-year publication that will cover all mobile digital devices including cameras, MP3 players, portable DVD players, wrist watches with built-in global positioning systems as well as handheld computers and mobile phones.

IDG's worldwide managers take to the high seas at the company's Worldwide Managers Meeting. (Above): **Joe Levy**, president and CEO of CXO Media, Inc. (right), accepts the Chairman's Cup for Overall Management Excellence.

Fifth Vietnam Computerworld Expo confirms status as the country's largest annual IT exhibition and conference drawing 80,000 visitors and 76 exhibitors to the Ho Chi Minh International Exhibition Convention Centre.

Internet Commerce Expo makes European debut at the Dusseldorf Trade Fair grounds in Germany. More than 8,000 attendees visited ICe, which was produced by Munich-based IDG World Expo in cooperation with IDG's German publishing companies.



IDG Executive Forums launches *DEMOletter Mobile Edition* at its second annual DemoMobile conference in Pasadena, Calif.

IDG signs license for *PC World Nigeria*, bringing to four the number of *PC World* publications produced on the African continent.

IDG Interactive launches Web Solutions World at www.websolutionsworld.com for Microsoft. Web Solutions World is the latest of IDG Interactive's successful "NetPluses," customized global information networks built around a core of IDG editorial focused on a particular topic.

IDG, IDC team up to establish a New Zealand chapter of the InTEP (Information Technology Experience Programme) executive forum.

Among the thousands of people who walked or ran the 5-kilometer course in the Komen Boston Race for the Cure, a breast cancer fundraiser, were Executive Assistant to the President & CEO ***Libby Levinson*** *and her son Todd (third and second from right), Corporate Communications Manager* ***Sarah Hansen*** *(center) and IDG Corporate Trade Show Manager* ***Jane Benoit*** *and her daughter Jessica (left). Lending moral support was Libby's daughter,* ***Merideth Levinson*** *(right), a staff writer at CIO magazine.*

IDG Ventures sponsors third annual Portfolio Meeting, bringing together the CEOs of the companies in which it has invested, as well as industry experts, for a networking and knowledge-sharing event designed to build relationships and enhance the success of these fledgling ventures. Participants took an afternoon off to bicycle through California's Napa Valley.

IDG's *Telecom World* co-organizes the highly successful China Wireless Telecommunications Technology Summit Forum. Never before have so many high-level experts gathered to discuss wireless technology issues in China.

Making headlines

The U.S. IT industry celebrated as the Senate passes legislation allowing for permanent normal trade relations with China, and, it is hoped, ultimately a wider market for its goods.

10+ years

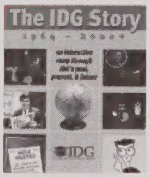
Andrew Sparks, 44 • Cynthia Sadonick, 36 • Ingrid Schmid, 24 • Kathleen Nebenhaus, 23 • John Gallant, 17 • Karl Loessel, 17 • Ann-Charlotte Berg, 17 • Cheryl Crivello, 16 • Maureen Mottonen, 16 • Siegfried Reich, 16 • Gebhard Osterwalder, 15 • Hans Peter Nitzsche, 15 • Jens Jorgen Krag Hansen, 14 • Janet Glynn, 14 • Angele Boyd-Myers, 14 • Marianne Nichols, 14 • Michael O'Neil, 14 • Laurel Peddie, 13 • Gary Beach, 13 • Stephanie Beach, 13 • Agnes Radnoti, 12 • Hilary Kushinsky, 12 • Nancy Newkirk, 12 • Lars Ostermann, 12 • Hermann Gfaller, 12 • Annike Rystrom, 12 • Jay Novack, 11 • Viola Farkas, 11 • Irmgard Meyer, 11 • Eva Szegvari, 11 • Susanne Seidelhuber, 11 • Christina Olschlager, 11 • Deidre Hatch, 11 • John St. Martin, 11 • Maria Jose Marzal, 10 • Thomas Roos, 10 • Lennart Ekner, 10 • Lynda Rosenthal, 10 • Teresa Lui, 10 • Nicklas Mattson, 10 • Merrill Walsh, 10 • Colleen Beattie, 10 • Anna Tse, 10 • Richard Denechaud, 10 • Alexa McCloughan, 10

OCTOBER

Computerworld/InfoWorld Global Product Support Center hosts annual product line meeting in Oslo, Norway. Eighty representatives of the two titles from 18 countries as well as representatives from IDG Global Communications, the IDG News Service, IDG International Publishing Services and IDG Global Solutions attended the two-day event.

IDG Hungary celebrates the 15th anniversary of *Computerworld Szamitastechnika* in grand style with 300 clients, partners and employees gathering for a gala dinner. With a circulation of 9,000 and a reach of 78,000, the weekly *Computerworld Szamitashtechnika* is the leading IT publication in the Hungarian market.

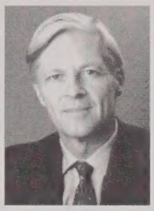
IDG's redesigned corporate site (www.idg.com) includes improvements in design, usability and technology, including wireless delivery. The site also highlights IDG's international strength, the branding of its products and e-commerce opportunities.



The IDG Story 1964-2000+, an interactive romp through IDG's past, present and future is available on IDG.com.

> *"I love to talk about how IDC's sales force compares to our competitors! One key metric is employee retention; our sales employee turnover rate is below 10%, which compares to approximately 35% for our key competitors. We also have a large percentage of sales employees who have celebrated their 10-year anniversaries with IDC."*
>
> — Don Best, IDC senior VP, worldwide sales

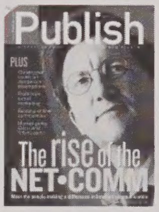
> *"The Web changes everything, but nothing changes. We still create value, provide trusted information and satisfy our customers. The medium may be new, but the principles are the same."*
>
> *— IDG President and CEO Kelly Conlin speaking at the Global Web Support Center meeting*



Magnuson

Former Los Angeles Times executive **Robert Magnuson** named president and CEO of InfoWorld Media Group.

AGENDA 2001, IDG's 14th annual invitation-only conference, gathers industry's most influential executives to explore trends and identify the issues likely to dominate the industry's agenda in the next year.



Topsfield, Mass.-based Publish Media reinvents *Publish* magazine as a resource for Internet professionals. With a new look and editorial focus, *Publish* will now serve the growing niche of enterprise-level professionals who must implement Internet communication strategies for their companies.

Computerworld Danmark sponsors two Danish motorcyclists who are beginning an 18-month global trek to investigate the Internet's impact on the lives of ordinary people. *Computerworld* will publish reports from the pair as the circumnavigate the globe on their high-tech bikes.

IDG Sweden hosts ceremony to honor the winning business plans in its business concept contest, Embryo, which aimed to put Swedish entrepreneurs together with potential investors.

EMBRYO

Networking Italia celebrates 10th year of publishing with special issue and reader awards.

China Computerworld celebrates 20 years of leadership in the local market. Members of China Computerworld's staff who have been with the company since its formation in 1980 were called to the stage for recognition during a ceremony to mark the publication's anniversary. From left: IDG Chairman ***Pat McGovern****,* ***Tang Baoxing****,* ***Du Haiping****,* ***Wang Xiren****,* ***He Jinghua****,* ***Wang Tongfen****,* ***Li Tongguang****, and* ***Wang Renjie****, chairman of China Computerworld.*

10+ years

Nora Hormann, 26 • Helga Biesel, 22 • Nancy Mallette, 21 • Lloyd Cohen, 21 • Jose Goncalves, 21 • Maria del Carmen Doehler, 20 • David Brown, 19 • Karin Gifforn, 19 • Ruben Argento, 18 • Miguel Angel Hermosell, 18 • Preben Engell, 18 • Nilcimar Laino Oliveira, 18 • Karin Wirth-Wernitz, 17 • Madeleine Dionne, 16 • Juan Marquez, 16 • Anton Paunert, 16 • Ingrid Holzbauer, 16 • Jose Luis Villacorta, 16 • Isabel Campo, 15 • Lene Sekjaer, 15 • Carol Spach, 15 • Heiderose Witte, 15 • Ritva Kokkonen, 15 • Mirla Bergh Fallesen, 15 • Cheryl Podda, 14 • Jeff DeBalko, 14 • Martin Taylor, 14 • Zsuzsa Krammer, 13 • Lew McCreary, 13 • Cathy Viox, 13 • Doreen Ferguson, 12 • Don Kennedy, 12 • Claudio Ceriani, 12 • Karn Rokkedahl, 11 • Marcio Luiz Lopes, 11 • Christoph Witte, 11 • Mario Toffoletti, 11 • Luanne Kiley, 11 • Anne Nickinello, 11 • Christie Combs, 11 • Francisco Rodriguez, 11 • Gisela Nerke, 11 • Marco Tennyson, 11 • Angeles de la Marca, 11 • Ginny Pohlman, 11 • Akos Bognar, 11 • Yoshitomo Fukuda, 11 • Maria Luisa Romiti, 11 • Bruno Agostini, 11 • Gloria Maria Teixeira da Cunha, 10 • Claudia Viera da Silva, 10 • Katalin Laszlo, 10 • Wilson Wan, 10 • Gerhard Holzwart, 10 • Hans Hausner, 10 • Amy Bartulis, 10 • Donna Kent, 10 • Kazimierz Szot, 10 • Beatriz Sanchez, 10 • Marta Cabanillas, 10 • Andrew Gore, 10 • Duane Hampson, 10 • Susan Yanovitch, 10 • Cornelia Kramer, 10

PCWorld.com launches redesigned site intended to improve users' visits, streamline and speed the content delivery and provide new interactive tools and services.

IDG New Zealand publications distinguish themselves at the country's annual MPA Awards, with IDG.net taking top honors in the Magazine Web site category and 18-month-old *Unlimited* magazine winning both Best Publication and Best Editor in the business and professional category.

More than 11,000 attendees flock to Europe's first LinuxWorld Conference & Expo, organized by IDG World Expo/Germany. According to Show Director ***Gunnar Kuechler*** *(above, left), the event was one of the fastest launches of a show its size in German IT trade show history. Shaking hands with Kuechler is IDG Magazine's* ***York von Heimburg****.*

IDG Australia hosts a capacity crowd at its first rooftop party for readers and customers of its *Industry Standard* publication.

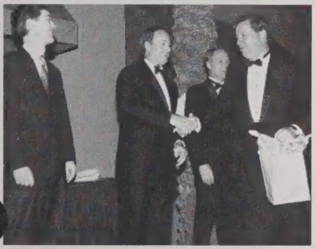
IDG World Expo (Asia) holds first CIO and CEO Conference HK. More than 200 CIOs, CEOs and CTOs from Hong Kong, China, Singapore and Korea attended.

IDG Sweden's Industry Standard and The Industry Standard Europe (published by Standard Media International's U.K.-based subsidiary) debut. Above, ***John Battelle****, president and CEO of Standard Media International, addresses attendees at the launch party for The Industry Standard Europe.*

Making headlines

AT&T, which was once ordered by a court to break up its operations and subsequently prospered, saw the logic in taking such a step again, voluntarily: it announced plans to break itself into four separate companies for wireless, broadband, business and consumer.

Czech Computerworld's redesign reflects Internet's impact on local market. Above, Czech Computerworld Editor-in-Chief ***Karel Taschner*** *and Publisher* ***Jaroslav Hrouda*** *christen the redesigned publication at its official unveiling at the Invex Fair in Brno.*



IDC's annual worldwide sales meeting focuses on training, knowledge sharing and best practices. Some 228 salespeople from 11 countries and six continents attended the four-day event held in Phoenix. Above, IDC eBusiness Salesperson of the Year **Bill Casey** (right) receives his award from IDC President and CEO **Kirk Campbell** and Group VP **Brad Thorpe**.

IDC hosts 70 representatives of its top 50 client companies worldwide at its annual Global Research Advisory Council. This invitation-only event gives IDC's senior management a unique opportunity to strengthen working relationships with key clients, inform them of product offerings and develop a better understanding of their specific issues and concerns.

More than 150 of IDG's online experts from around the world come to San Francisco for the Global Web Support Center's first North American Online Meeting to share their online registration, renewal, sales and distribution strategies and ideas, those that worked and those that didn't.

Some 600 of *PC-WELT*'s advertising clients and their ad agencies turned out for the publication's annual Computer Ad of the Year 2000 ceremony, a gala event held at Munich's Circus Krone and hosted by a popular German TV personality. Now in its eighth year, the program offers advertisers reader feedback on the effectiveness of their ad campaigns.

The third installment of Computerworld's Storage Networking World event, held in Orlando, Fla., concluded with its best performance to date logging a 700% increase in profit from the event's launch 12 months ago.

NOVEMBER

IDC takes it Asia/Pacific StorageVision 2000 Conference on the road with a five-city tour that includes Seoul, Hong Kong, Singapore, Sydney and Auckland.

Alvaro

Hatcher

Irvine, Calif. Sales office employees share honors in recent reception evaluation. **Connie Alvaro** and **Sarah Hatcher** received flowers and a personal note of congratulations from IDG Chairman **Pat McGovern**.

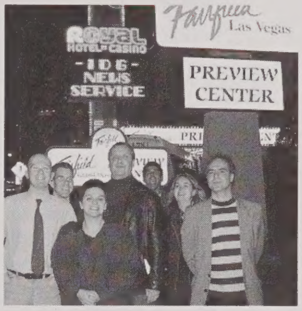
Making headlines

When it comes to the Web, some people are thinking globally and acting locally: a judge in France determined that his jurisdiction extended to U.S.-based Yahoo Inc., which, he ruled, must find a way to block French users from accessing auctions of Nazi materials.

IDG Global Solutions organizes a first-of-its-kind meeting with subsidiaries and licensees in Eastern Europe to explore ways to boost ad sales into the region's publications from IGS hubs worldwide. Attending the meeting hosted by IDG Hungary were representatives from IDG publications in Hungary, Bulgaria, Poland, Czech Republic, Romania, Russia, Yugoslavia, Ukraine and Slovenia.

IDG Poland launches *The Internet Standard* as a monthly with an initial circulation of 5,000.

IDG Books changes name to Hungry Minds, Inc. to reflect its evolution into a continuous content provider.



The IDG News Service hosts its annual international editors meeting at Comdex. In addition, the group opened its newsroom, set up at the Royal Hotel, to IDG editors from around the world, dozens of whom took advantage of the facility.

IDG World Expo (Asia) adds another notch to its conference belt with the debut of LinuxWorld Expo and Conference Malaysia, which attracted 3,586 visitors.

10+ years

Ted Bloom, 33 • Laura Kunzmann, 22 • Sheryl Merchant, 19 • Pat Murphy, 18 • Jill Stevens, 16 • Frank Cutitta, 15 • Peter Gremlin, 15 • Jeff Edman, 15 • Fernando Rodriguez de la Fuente, 15 • Frank Genovese, 14 • Jose Luis Diaz, 14 • Sergio Saenz, 14 • Michelle Chase, 13 • Karin Lorenz, 13 • John Rousseau, 12 • Harvey Diamond, 12 • Jayne Enos, 12 • Donna Fraser, 12 • Denise Perreault, 12 • Sally Reinfeld, 12 • Donna Cahill, 11 • Elizabeth Heichler, 11 • Jeff Oterson, 11 • Marco Bertolotti, 11 • Fernando Rodriguez Cabello, 11 • Sandy Wong, 11 • Natalia Parron, 10 • Connie Brown, 10 • Paul Smith, 10 • Susan Woodworth, 10 • Geri Giovanni, 10

> *"FY00 represented IDG's best performance in revenue growth in more than five years — up 25% in publishing, up 29% in research, up 33% in books and up 38% in events. FY00 was also the best year in the company's history for operating profits, with an increase of more than 110% over the prior year."*
>
> *— IDG President and CEO Kelly Conlin*

"As of September 2000, more than 51% of the people on the Web are non-English speaking. Fourteen percent speak an Asian language. Develop an English-only site at your own peril."
— Frank Cutitta, IDG senior vice president

IDG Switzerland expands its year-old agreement with Swissair to distribute *Computerworld Schweiz* at the gates of all European flights. The new agreement calls for a 20% circulation increase. In addition, 2,000 copies of IDG Switzerland's *Internet Standard* will be distributed weekly on all international Swissair flights.

MALCOLM MACLACHLAN
Senior Analyst/Media e-Commerce

IDC's ongoing branding campaign receives high-visibility boost through the company's participation in "Silicon Valley Profiles," a television series that follows the popular Silicon Valley Business Report in the San Francisco area.

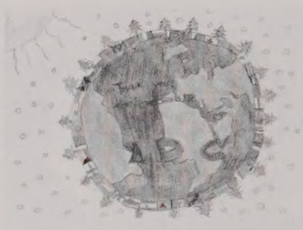
IDC Australia dominates the Australian Business Publishers Association awards program with more wins than any other publisher in the country. The awards recognize excellence in business and specialist publishing. Among the 12 top awards bestowed upon IDG were Best Publishers Website for the *Industry Standard Australia*, Business Magazine of the Year for *CIO* and Best Specialist Magazine of the Year for *Australian PC World*.

For the second consecutive year, *CIO* and *Network World* are honored at the annual Folio awards. *Network World* took top honors in the computing category and Best Use of Illustration: Trade, while *CIO* won for Best Cover: Trade.

DECEMBER

IDG China and the China State Council Information Office co-publish a one-time magazine to commemorate the Chinese Cultural Festival 2000, a 26-day tour through eight U.S. cities.

With IDC predicting the number of Internet users to double within the next three years, IDG New Zealand launches *Net Magazine*, a new monthly that will help consumers and small business people as they progress from Internet "newbies" to regular users. Above: The *Net Magazine* team: **Fiona Mayo**, assistant editor; **Inga Stunzner**, copy editor; **Chris Keall**, editor; **David McNickel**, helpdesk Q&A columnist; **Malcolm Burgess**, journalist; and **Natalie Winter**, designer.



IDC sponsors its first IDC Young Artist Contest, challenging children of IDC employees worldwide to create a design for this year's holiday card that would convey caring (one of the comp-any's 10 brand values) appreciation and thanks. The winner, 10-year-old Denise Marchi, is the daughter of Nadia Bertaggia, IDC's European Human Resources director, who is based at the company's Milan, Italy office. Her design will appear on some 4,600 holiday cards mailed to IDC's U.S. customers.

Making headlines

The European Commission disclosed that it is ready to expand its muscle by creating a pan-European telecom regulatory committee and giving itself the power to suspend decisions by national regulatory authorities. The idea behind a single regulatory framework in Europe is to have minimal regulation for this fast-growing sector.

InfoWorld hosts two exclusive shopping parties for advertisers at FAO Schwarz in New York and San Francisco. InfoWorld President and CEO **Bob Magnusson**, Publisher **Bob Maund** and Editor-in-Chief **Michael Vizard** discussed the company's plans to solidify a strong e-business editorial platform for the upcoming year.

10+ years

Shirley Horrocks, 23 • Claudiney Santos, 22 • Diane Utano, 22 • Michael Masters, 19 • Birgit Götz, 17 • Klaus Uhe, 16 • Andrea Kühler, 15 • Klavs Andersen; 15 • Marianne Kraus, 14 • Gary Clark, 14 • Debra Guilfoyle, 14 • Mary Lester, 13 • Allison Stamm, 13 • Mary Ann Doolin, 12 • Carolyn Marsan, 11 • Annika Svanström, 11 • Jorge Garrido, 10 • Natalia Pekasa, 10 • Lars Jonsson, 10 • Meryl Salter, 10 • Michaela Maack, 10 • Stefanie Ferstl, 10

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Thank you...

...to the many IDGers worldwide who have contributed story ideas, written columns, taken photos and helped us make *IDG World Update* possible this year.

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